THE CANNING TRADE

THE Journal OF THE Canning AND Allied Industries

ESTABLISHED 1878

FROM 1878—THE CANNED FOODS AUTHORITY—1932

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Let's face the FACTS

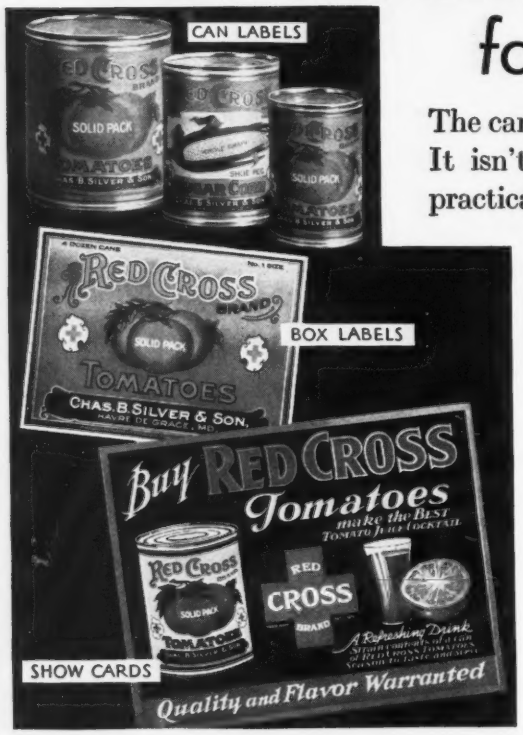
ADVERTISING can make people *want* a product—*but it cannot make them like it after they get it home.* Advertising can send people to the grocery stores—*but, once they are disappointed, it cannot make them buy again.* Advertising can create new customers—*but, only a good product can keep them sold.*

The campaign for canned foods now appearing in newspapers all over the country, gives every promise of creating new business and moving canned foods *now.* But let's face the facts—it will not be the success it can be, unless the advertising is backed up by *quality* all along the line.

It is vital that you impress upon your distributors the need for buying and selling *quality canned foods*—and no other kind. This campaign is an opportunity for building a canned foods business—not for tearing down. This is no time for cleaning out off-grade goods. This is a time for selling only what the advertising is featuring—canned foods of quality—the only kind that repeats.

NATIONAL CANNERS ASSOCIATION, WASHINGTON, D. C.

PRACTICAL ADVERTISING
for the Canner



The canner must step out and do a little hollering these days. It isn't enough to produce the goods—you must furnish practical sales helps for your retailers. You must advertise in a practical way.

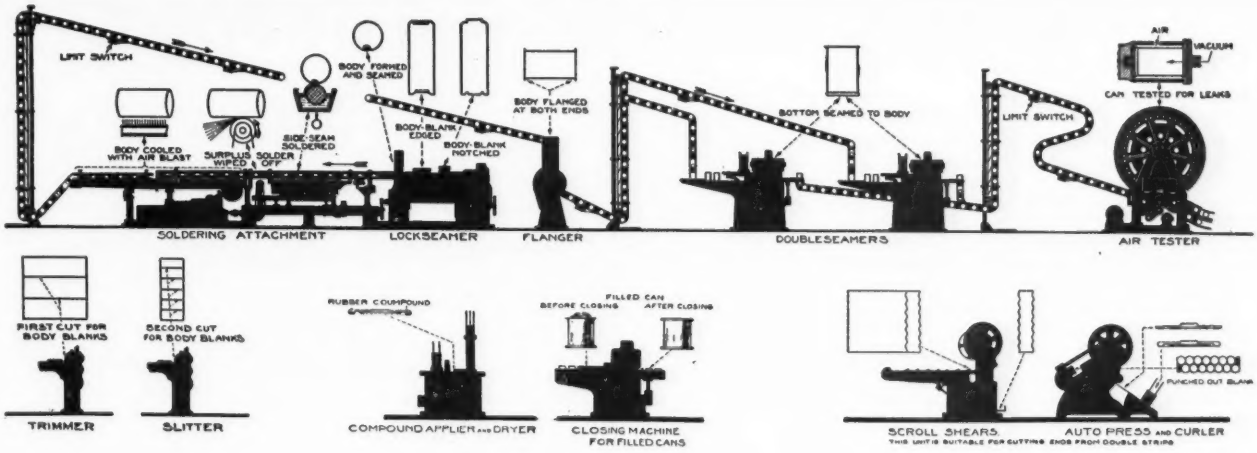
"U S" can make practical—and economical—sales helps for you—can labels that have colorful attention value—box labels that advertise your goods while in transit—show cards that retailers will gladly use because they help sell goods.

Write "U S" for samples today.

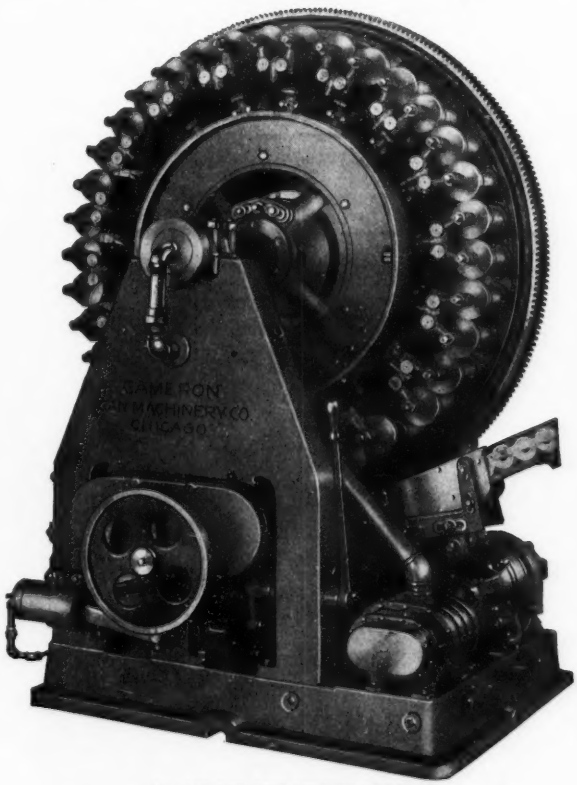
"Color Printing Headquarters"

THE UNITED STATES PRINTING & LITHOGRAPH CO.

CINCINNATI	BROOKLYN	BALTIMORE
302 Beech St.	202 N. 3rd St.	102 Cross St.



Cameron Automatic Line-Producing 300 Sanitary Cans Per Minute



No. 307 AIR AND VACUUM TESTER.
IT TESTS AND EJECTS FAULTY CANS WITHOUT HELP OF AN OPERATOR. MADE FOR CANS OF ALL SIZES AND SHAPES.

WHY NOT MAKE YOUR OWN CANS?

With this line of machines, on a yearly production of twenty million plain sanitary cans, and tin plate at $4.50 per base box, the cost is $14.44 per thousand cans, freight on tin plate not included.

CONSIDER THIS LIST OF SUCCESSFUL PACKERS WHO MAKE THEIR TIN CONTAINERS.

Nestle's Milk Products, Inc.
H. J. Heinz Company.
Armour & Company.
General Foods Corporation.
Corn Products Refining Company.
Swift & Company.
Borden Company.
Broder Canning Co., Ltd.
Phillips Packing Company.

Cameron Can Machinery Company

240 North Ashland Avenue « « « » » » CHICAGO, U. S. A.

BLISS

HIGH SPEED AUTOMATIC CAN MAKING MACHINERY

"Bliss" Double Seamers
Nos. 12-A and 12-B

Seam and Curl in one operation

These semi-automatic double seamers are ideal for general line work. A new design of double seamer. Simple and strong in construction—positive, uniform and speedy in operation. They can be arranged to curl top edge of body and double seam the bottom simultaneously.

Handy machines in any can shop's capacity: No. 12-A, 1¼" to 7" diameter x ¾" to 17" high; No. 12-B, 4" to 12¼" diameter x ¾" to 17" high.

Builders of the 300 a minute line

E. W. BLISS CO. BROOKLYN N. Y., U. S. A.

Sales Offices { Detroit, Cleveland, Chicago, Cincinnati, Philadelphia, New Haven, Rochester

WHAT IS WHOLE GRAIN CORN ?

A suitable variety and tender, well flavored kernels are necessary, of course, for whole grain corn, but it is the *Cut* that *makes it Whole Grain.*

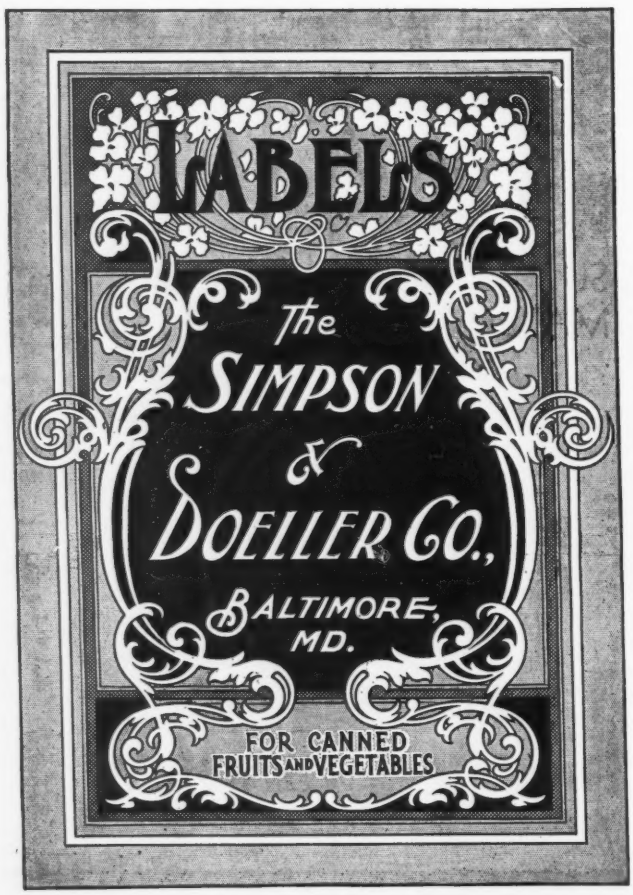
Corn cut by the Hansen Whole Grain Corn Cutter is truly Whole Grain Corn.

The Hansen Whole Grain Corn Cutter has large capcity and cuts and discharges kernels without crushing or wasting.

The Hansen Whole Grain Corn Cutter is the only whole grain corn cutter having an adjustable device which automatically cuts kernels the proper depth regardless of length and diameter of ears. Another adjustment makes it possible for each canner to cut kernels any length to suit his own individual requirements.

Write for information

Hansen Canning Mchy. Corp.
Cedarburg : : Wisconsin



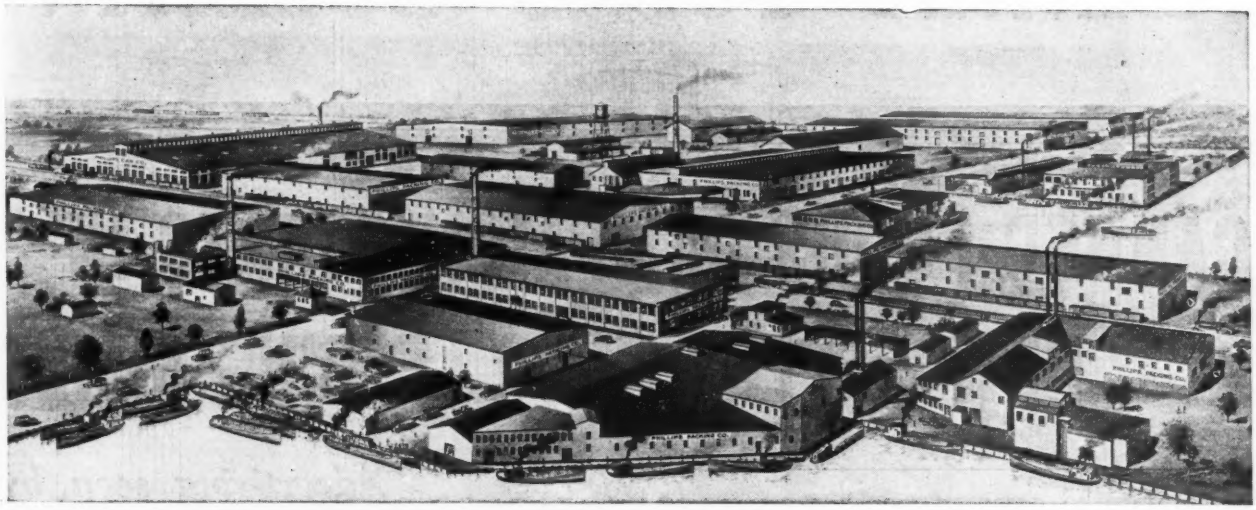
All Products cooked SUCCESSFULLY, *ONLY* in RETORTS—*No Breakdowns!*
IMPROVED STEEL PROCESS RETORT.
Constructed to use either dry steam or open bath process.

MADE BY

ZASTROW MACHINE CO.
INC.
1404-1410
THAMES STREET
BALTIMORE - MD.
SUCCESSORS TO
GEO. W. ZASTROW

PHILLIPS CAN COMPANY

Manufacturers of Packers Sanitary Cans



..Division of the..

PHILLIPS PACKING COMPANY, Inc.

Packers of Phillips Delicious Quality Canned Foods

CAMBRIDGE · MARYLAND, U. S. A.

PHILLIPS SALES COMPANY, Inc.

Brokers and Commission

Canned Foods and Canners' Supplies

Located in the heart of Maryland's great packing industry. Brokers and representatives desired in all markets. Packers' accounts solicited.

CAMBRIDGE · MARYLAND, U. S. A.

QUALITY SEED PEAS

Canners' Varieties Exclusively

Quality is to seeds what character is to an individual. Our seed peas possess the dependability that follows careful breeding.

GALLATIN VALLEY SEED COMPANY

BOZEMAN, MONTANA

CANNED FOODS BULLETIN

CANNED FOODS CAMPAIGN STARTS IN NEWSPAPERS IN 69 LEADING CITIES

COMMITTEE ANNOUNCES NEW MERCHANDISING SERVICE

Merchandising Division established to help move goods now

CANNERS, BROKERS AND DISTRIBUTORS URGED TO CORRESPOND

"The National Canners Association campaign is a model for planned cooperation"—says Printer's Ink, the well known advertising publication, in a recent article. Seldom, if ever before, has an association campaign been so well planned and a merchandising program been so complete.

Under the direction of Mr. C. P. Pelham, a Merchandising Division of the Canners Advertising Committee has been established at 49 West 45th Street, New York City. The purpose of this division is to supply retailers, wholesalers, brokers and canners with helpful and profitable merchandising and selling ideas that will move their canned foods.

Plans have been completed for supplying all trade factors with monthly merchandising manuals, showing how to capitalize the four or five current advertisements of each month. These are being sent well in advance, giving plenty of time for each trade factor to put the ideas to work.

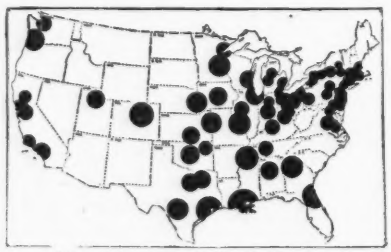
Every canner, broker and distributor is urged to write the Merchandising Division concerning his needs, plans, and—equally important—his results. Cooperation, exchange of ideas, will sell canned foods.

CAMPAIGN REACHES LEADING CANNED FOODS MARKET

Over 60% of canned foods sales made in these 69 trading areas

To the list of 52 cities originally selected to receive the advertising of the National Canners Association, the Canners Advertising Committee has authorized the addition of 17 more—making a total of 69 important markets. With the leading newspapers in these markets, the campaign is being read by over 10,000,000 families every week, or, averaging four to a family, directly or indirectly influencing 40,000,000 people.

In the 69 leading markets are approximately 70% of the nation's retail grocery outlets. Here, conservative estimates show, over 60% of all canned foods are bought and consumed.



Map shows areas where campaign is now appearing

Lists naming all cities in which the campaign is running and newspapers being used have been sent to all canners, brokers, wholesalers, and retail associations and groups in cities where the advertising appears.

Advertising seen by millions every week

EDUCATES AS MUCH AS EVER—SELLS MORE THAN EVER

During the week of February 15th, over 10,000,000 families opened their favorite newspapers and found a page of canned foods advertising. The center half of the page—4 columns wide, depth of page—was the advertising of the National Canners Association, educating women on the quality, safety, economy, healthfulness, convenience and variety of canned foods. The rest of the page was advertising of retailers, wholesalers and canners featuring their stores or brands.

It was the first advertisement of the *new* National Canners Association campaign for 1932—one that may prove to be "the most effective plan ever offered the canning industry and the grocery trade for educating women and moving canned foods."

For twelve consecutive weeks this advertising will continue—a full page advertisement for canned foods, appearing once every week until about the middle of May.

With the National Canners Association taking half the page and selling women the *idea* of canned foods, all tie-in advertising of retailers, wholesalers and canners will benefit greatly. The National Canners Association advertisement makes women *want* canned foods—sends them to the stores to buy.

The campaign offers every trade factor a practical opportunity to tie up directly with the Association's advertising—and sell more canned foods.

THE CANNING TRADE

THE JOURNAL of the CANNING and ALLIED INDUSTRIES

Established 1878

THE CANNING TRADE is the *only* paper published exclusively in the interest of the *Canned Food Packers* of the United States and Canada. Now in its fifty-fourth year.

Entered at the Postoffice, Baltimore, Md., as second-class matter.

TERMS OF SUBSCRIPTION

One Year	$3.00
Canada	$6.50
Foreign	$5.00
Extra Copies, when on hand, each	.10

Advertising Rates Upon Application.

PUBLISHED EVERY MONDAY
BY
THE TRADE COMPANY
ARTHUR I. JUDGE
MANAGER AND EDITOR

107 SOUTH FREDERICK STREET
BALTIMORE, MD.

Telephone Plaza 2698

Make all Drafts or Money Orders payable to THE TRADE COMPANY.

Address all communication to THE CANNING TRADE, BALTIMORE, MD.

Packers are invited and requested to use the columns of THE CANNING TRADE for inquiries and discussions among themselves on all matters pertaining to their business.

Business communications from all sections are desired, but anonymous letters will be ignored.

ARTHUR I. JUDGE, *Editor.*

Vol. 54 BALTIMORE, MARCH 28, 1932 No. 33

EDITORIALS

PUTTING IN FORCE "THE PLAN"—Just two months ago Mr. Nils A. Olsen, Chief of the Bureau of Agricultural Economics, at the request of the National Canners Association, assembled a mass of data to give to the canners at the Chicago Convention—and to the balance of the industry through its trade journals—to help them in planning an adjustment of the canning industry. In a few words, he endeavored to show the industry that it must have full and adequate statistical information; must, for instance. know how many cases of canned foods are held by canners, and held by distributors, at some given date. The object of this is perfectly obvious, and here at the first of April, when you are planning acreage, would seem to be absolutely imperative, if the '32 packs are to be sensibly conducted. It is just a case of plain arithmetic: if there is a consumer demand for 100 and you have on hand 20, you know that you must not produce more than 80. Otherwise you over-produce—break the market price, and bring certain loss upon yourself. No room for speculation there, and every canner can "do" that sum.

We have just received a letter from Mr. R. S. Hollingshead, Assistant Chief, Foods Division, Department of Commerce, which reads:

"We shall mail, just before the first of April, the schedules for the collection of figures of April 1st stocks of eight canned food items in the hands of canners and distributors.

"These April 1 figures will be of particular interest, since from them it will be possible to give the rate of movement of these items out of canners' hands during the first three months of this year, the period when the consumption of canned foods is probably at its height."

It will, in fact, give two very definite indications: first, the amount of carry-over goods in existence (the 20 in the example), and in addition it will enable you to estimate just what the consumer demand (the 100 in the example) will be. The first figures will be definite conclusive, unchangeable; but the second figure, (the 100), is variable; but in any event, since the figure will be arrived at by taking the period of highest consumption, it will be the highest, utmost total. To attempt to estimate the consumption at a higher figure would not only be rash, it would be utterly foolish. The sane and sensible thing to do would be to discount the consumer possibility by at least 20%. With that done, then, you can see what can possibly be sold at most; deduct from that what you already have (the carry-over) and the answer is how many cases you can afford to pack in 1932, without breaking the market.

How are you to apply that in your own, individual case? Suppose you have no goods on hand. Then they have gone to supply the demand so far filled, or possibly are part of the distributors' holdings. Any way the pack you made figured in the totals. If the figures, after the totals have been made, show that 20%, or 20, are being held in stock, against the 100, then you must cut your pack 20%. In other words if you packed 100,000 cases, as a normal pack, last year, then you must plan to pack only 80,000 cases this season. But supposing you have 40,000 cases on hand. Then you must take off the 20%—the cut above indicated—add to it the 40,000 cases being carried, making 60,000 cases, and you plan your operations for but a 40,000 case pack in 1932. And suppose you are carrying 40,000 cases from 1930 pack or previous ones, in addition to the 40,000 from the 1931 pack? Then you should not pack a case during 1932, as you have your full allotment. Can you see any other manner to bring the market back to an even keel? Can you afford to do anything else than this? What makes you think the market will take more cases than this Government compilation indicates? You can afford to pack less, but you absolutely cannot afford to increase beyond the figures stated.

When the Production Committee, sitting with Mr Olsen, studied this whole question out to its furthest

possible point, it brought in a resolution, which, in effect, asked the whole industry to respond fully and promptly when asked for the figures. If the industry does not co-operate the plan is uncompleted, and you have not taken advantage of the splendid offer which the Government is making. You could not hire any set of men to make this compilation for you, and yet the Government is willing to do this for you, without cost to you, and the least you can do is to respond promptly and completely, holding back nothing. If you falsify your figures you will be only fooling yourself, like a man who cheats playing solitaire. If you do not respond, you are blind to your own interests. When you fail to give your figures, you merely make the figures of the count incorrect, spoil a good effort. You do not get rid of the goods; you cannot keep them covered up; they must seek the market sometime. You are only blocking progress, fooling yourself, and hurting the industry on which you depend for a living.

If you respond promptly the results will be totalled—and do not forget that all this is done in the utmost secrecy, with not the slightest chance of a "leak"; no one will see your figures, or by any possible chance learn what they are. If you do it promptly you will have the answer in ten days. The value in such a compilation is the speed with which it is made available, after the count is completed. So when the blanks come to you, fill them out carefully and completely, and return by the first possible mail.

The event of the Chicago Convention was this very "plan". Now let's see how the industry responds. You will have the blanks the first of April; watch for them, and send them right back, showing your appreciation of what this thoroughly disinterested but also thoroughly competent authority is willing to do for you. If you do that you will know the answer by April 11th. And do you need it? You need it for today's market and for the 1932 packs, as you never needed it before.

WHAT A SPECTACLE!—There may be some good men at Washington representing us, but not many. We now have a "Ward Heeler" Government. That is the men who are put up for our votes, in State as well as National elections, are selected and appointed by a small set of ward-politicians, men who make a business of politics, and they take the positions they are elected to as the servants of those bosses, and are never permitted to forget that fact! The power of the well organized minority has been well learned by the politicians—and this is what we call democracy!

Congress is supposed to be a Board of Directors and advisors to the President of the greatest corporation on earth, conducting the greatest business in the world, in which all of us are stockholders, and are completely dependent upon.

As a stockholder in your company would you permit the janitor of the building, the head stableman and a few of the freight handlers to elect your board of directors, and the President of your company as well? And if you did that would you have any right to complain of the lack of business ability of such a Board, of their ignorance of even the rudiments of good business procedure? If such directors and president wrecked the company, whose fault would it be but your own?

Business is sweating now at the "goings on" in Congress; at the determination to "swat the rich," the unbusinesslike efforts to get out of the financial morass, which was brought about by the squandering of fabulous sums of the Government's money in the past few years, and by the fattening of the jobholders' ranks through the institution of all sorts of new bureaus,—all at the behest and command of the small cliques who sent them there, and to provide "places" for "the deserving." O! Democracy, what crimes are committed in thy name—because the peoples of the democracy will not assert themselves.

WE SHOULD GO "CO-OPERATIVE"

WE notice that the Fishing Boat Owners Association, on the Pacific Coast, have asked the Government for a loan of ten million dollars. Placed in the "bottoms" of these "owners" they could, with certainty keep in a rolling condition that much of this famous revolving fund. And that gives us a suggestion: Why not organize the "Subscribers to The Canning Trade Co-op," and make a loan of—oh! we'd be satisfied with just a plain ordinary million dollars, at least for the time being. How pay it back? Just like all these other loans are paid—but why worry about that? That's the Government's job.

UTAH'S PEA GROWERS ASSOCIATION

THE pea growers of Cache, Morgan, Summit and Franklin Counties, in Utah, have formed and incorporated the Pea Growers Association, and have taken as their motto: "Cooperation for quality Peas." Mr. A. W. Chambers, of Smithfield, Utah, where the late "Jimmie" Anderson had the mammoth pea cannery, is President of this Association. Just what the intent or purpose of this growers association is we do not know; but as a rule the growers of Utah work well and closely with the canners. You will recall that the Tomato Growers Co-op rated 100% last season in growing and selling their crops on the graded basis, and if you think they do not grow "some" peas and "some" tomatoes, ask Albert Radebaugh.

FRUIT CANNERY TO BE OPENED AT BLAIRGOWRIE, SCOTLAND

IT has just been announced that the B. U. F. Limited, of Martley, Worcestershire, which company operates canning factories in Norfolk and Worcestershire, England, intends to open a cannery at Blairgowrie, Perthshire, according to information submitted by American Consul John J. C. Watson at Dundee, Scotland. A site has already been secured near the railway station at Blairgowrie, and the cannery is expected to open in the summer. It will start by canning raspberries, which is the principal small fruit grown in this section. Plums will also be handled. It is the intention of the company to enlarge the factory as soon as conditions warrant.

"The opening of this cannery presents a chance for the sale of American canning machinery," continues the Government report.

HAMACHEK'S IDEAL GREEN PEA HULLING MACHINES

Their use insures more thorough hulling, a better pack and a larger profit.

CATALOGUE ON REQUEST

FRANK HAMACHEK MACHINE CO.
Kewaunee, Wisconsin

MANUFACTURERS OF
IDEAL VINERS, VINER FEEDERS, ENSILAGE DISTRIBUTERS and CHAIN ADJUSTERS
ESTABLISHED 1880 INCORPORATED 1924

THE ANSWER

to pretty nearly any question concerning canned foods can be found in your

1932 ALMANAC

including the latest Mapes Standards and Federal (Score Card) Grading System.

Use Your Almanac

WAREHOUSING
Field and Metropolitan warehousing, the first merging into the latter if desired.

FINANCING
Loans arranged thro' affiliated organization at lowest rates consistant with collateral available.

SERVICE
General information, available thro' wide spread contacts with producers and consumers, a service we offer to clients.

GUARDIAN WAREHOUSING COMPANY
222 West Adams Street
Chicago.

COLONIAL BOY COPYRIGHTED

Pedigree Seeds

Of course, you know whose seeds these are. We have advertised this slogan for so many years that like our other slogan "Seeds which Succeed" is known by everyone. We can call them Pedigree Seeds as they come from a long line of Pedigreed ancestors, seeds which have been selected carefully for 148 years. If you need any seeds of any variety, of any quantity, write us and let us quote you.

Business founded 148 years ago.

D. Landreth Seed Company
BRISTOL, PA.

Among Our Readers

Interest running at high point—Many subjects under discussion—Shows how and of what the industry is thinking.

THE MANUFACTURERS' SALES TAX

Columbus, Ohio, March 9, 1932.

Upon receipt of your paper this morning, issue of March 7th, I was strongly tempted to wire you suggesting you could do the canning industry a world of good if you mailed to each Congressman and Senator in Washington page 7, on which you have this editorial, which is of great importance right at this time for every one of these representatives to study and digest thoroughly before acting. There is certainly food for thought in your editorial on this subject.

I only wish our financial affairs were in such shape I could authorize you to do something like this for my account, but it is out of the question at this time However, I would willingly contribute a "mite" along with others toward doing this if it would reach them prior to time of action.

With kind regards, I am, very truly yours,

F. L. DUTTON COMPANY,
Fred Dutton.

Mr. E. G. White, proprietor of White Packing Company, packers of fine roasted Georgia Pimientos, Vienna, Georgia, sent us a copy of a reprint of our Editorial "Hamstringing the Manufacturer," and he wrote at the top, "We thought your Editorial so good that we mailed a copy to every Senator and Congressman."

At the head of the circular Mr. White, addressing the Senators and Congressmen, says:

"Dear Sir:

May I respectfully call your attention to the article below, HAMSTRINGING THE MANUFACTURER, and ask your earnest consideration of the information it contains."

Huntsville, Arkansas, February 26, 1932.

Just in receipt of the Convention Number of THE CANNING TRADE, same being very complete and interesting.

However, your Editorial in the February 15th number, under the heading of "Still Blind," is about the best along this TAX line I have read.

We think a copy of this article, sent to every Senator and Representative, written in Box Car Letters, would let them know how the people think about this thing.

In addition to supplying revenue to help take care of taxes, it also would mean employment for at least a half million idle men. Through your journal keep bringing these facts to the minds of the people, and perhaps they will wake up.

Inclosed you will find check for $3.00 for subscription fees.

Yours very truly,

HUNTSVILLE CANNING & MFG CO.,
E. G. Soule, Mgr.

From out in Oregon comes the other side of this question, and one of the very well known men of the industry writes as follows:

March 3, 1932.

I notice in the editorials of your magazine dated February 15, you have taken up the brewers and distillers whiskey propaganda. We do not care to have this stuff hashed up to us in our business papers. Every thinking man knows that the whole thing is "hooey." For instance, for every dollar you raise through taxes or revenue on this class of goods it costs the people $10.

I dislike discussing these matters with you, but please leave them out of the business papers.

CONCERNING THE ALMANAC

Westminster, Maryland, March 9, 1932.

In my last letter I neglected to comment on your recent Almanac. It is far ahead of any you ever have prepared, and as I see things, there is no justification for your furnishing this free to your subscribers. It probably would be justifiable to give them a reduced rate on it, but it is entirely too valuable an effort to be given away. You know people don't appreciate things that are given to them nearly as much as the things for which they have to pay, and you have here something for which there is no substitute up to this time.

With the increase of legislation and all that, it is bound to become more valuable. Very truly yours,

THE UNITED COMPANY,
Ralph Cover.

Department of Commerce, Bureau of Standards,
Washington, March 9, 1932.

This is to acknowledge receipt of the copy of your Almanac of the Canning Industry for 1932. We appreciate your co-operation in printing the list of the paperboard shipping boxes for canned fruits and vegetables which appears on page 108. If you have additional copies available, we would like very much to have *two more copies* for our files.

The chief of this division was very much pleased to find the list of paperboard shipping boxes included in the Almanac and he desires to use a copy in interesting other publications to co-operate along the same line.

Again thanking you for your interest and co-operation, I am

Cordially yours,

W. E. BRAITHWAITE,
Division of Simplified Practice.

THE BIG ADVERTISING CAMPAIGN

Chicago, March 14th, 1932.

Your Editorial in today's issue of "The Canning Trade" has been read with considerable interest. It contains "meat." You are to be congratulated.

Mr. Ross doubtless recognized why the old plan of advertising failed to "click" back in 1919, 1920 and 1921 when the N. C. A. was conducting its campaign of Inspection and Advertising. This new plan embodies a number of wonderful features and the message of commercially canned foods should be driven home in a more potent manner through the present campaign.

In Milwaukee I noted splendid co-operation in tying in with the Canned Foods advertising, by canners, brokers and distributors. But in the main, the canner has failed to take advantage of the opportunity afforded him.

My work has demonstrated that the story should go directly to the housewife, because she is the one who buys Canned Foods. During the past few weeks I have talked to many Retail groups and, believe, they can stand a lot of information on Canned Foods, a class of merchandise that shows them a good margin of profit.

Some extra effort should be expended to fortify the retailer with intelligent data so that he can impart the required information to his customers—push Canned Foods and make more and bigger sales. He will be known as a better merchant and he will be helping himself while helping the industry.

Yours very truly,

A. M. WADSWORTH,
Canners Lecture Bureau.

THE NAME ON THE LABEL

February 29, 1932.

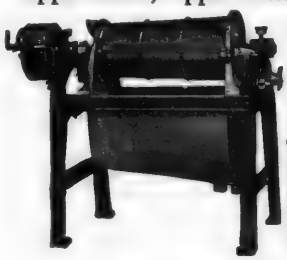
I have read with interest your editorials published in the past two issues, relative to Buyer's Labels.

I believe that there are a lot of canners who oppose buyer's labels but are afraid to say anything against them in a public way for fear that they, as individuals, would be singled out by the buyers and be boycotted from a business standpoint.

In view of this, I have a good suggestion to make. You have or can get a complete list of all canners in the United States, and I would suggest that you take a ballot on this question similar to the Literary Digest Poll on Prohibition. You could print up ballots and number them, and file them according to number when returned so as to prevent any ballot stuffing. You have been preaching on this subject of canners establishing their brands ever since I began reading The Canning Trade and since you have popped the question again, how about seeing it through.

Indiana Finishers

For Finishing Tomato Pulp, Catsup, Soups, Apple Sauce, Apple Butter, Jams, Jellies, Etc.

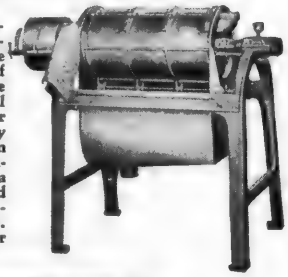


Improved Brush Finisher

THE evolution of the old Kern Lightning Finisher, widely known and used by canners everywhere. A metal frame Finisher employing three revolving brushes to spread and force the material through a full screen. Thirty per cent more capacity than the old Kern Finisher. 20 to 30 gallons per minute.

Indiana Paddle Finisher

THE latest type high capacity Finisher, used extensively since 1924. Adjustable metal paddles take the place of brushes to spread and force the material through full screens of nickel-silver or monel. A thoroughly sanitary all-metal Finisher, similar in construction and rapid cleaning features to the Indiana Pulper. Underpan and hood of monel to withstand the action of acid in the product. Capacity 30 to 40 gallons per minute.



Indiana Colossal Finisher

EXACTLY the same as the Indiana Paddle Finisher except size and capacity. Does thoroughly satisfactory work at 50 to 60 gallons per minute on average products. All metal, sanitary throughout Screen, underpan and hood of monel.

We'll gladly send full details of these sturdy Finishers upon request, also details of other Langsenkamp equipment listed below. Please clip, fill in and mail the coupon today to

Sprague-Sells Corporation

Division of
Food Machinery Corporation
HOOPESTON, ILLINOIS
EXCLUSIVE AGENTS EXCEPT IN INDIANA FOR:

F. H. LANGSENKAMP COMPANY

Sprague-Sells Corporation
Hoopeston, Illinois

You may send us full details of the Langsenkamp equipment checked.

- ☐ Improved Brush Finisher
- ☐ Indiana Paddle Finisher
- ☐ Indiana Colossal Finisher
- ☐ Indiana Pulper
- ☐ Indiana Chili Sauce Machine
- ☐ Kook-More Koils and Tanks
- ☐ Langsenkamp Copper Kettles, size..... gals.

Name .....

Address .....

Judge Syrupers -

(*or Liquid Fillers*)

Are now made to handle—

Model "A" Concentrated Syrup and water added. Using the Cutler Method and Judge System. Giving desired Cut-out for Fruits. Saving waste and time.

Model "B" Same as above, but with VACUUM attachments for drawing a vacuum in the can and then filling with concentrated syrup and adding water to fill cans before entering Vacuum Double Seamer.

Exhausting by heat eliminated.

Model "C" Drawing a Vacuum - filling with Straight Syrup - using Displacement Valves; then thru Vacuum Double Seamer.

Eliminating exhausting by heat.

Model "D" Judge System for filling cans with a measured amount of liquid - every can getting the same amount.

Model "E" Judge System - with Displacement Valves - filling cans to within a predetermined distance from top - or "Head Space" - after cans are partially filled with fruits, vegetables, etc.

"GENERAL UTILITY" FILLER This machine fills cans with Water, Brine, Syrups, Tomato and Kraut Juice, Puree or other Free flowing liquids. Tips cans to give desired "Head Space".

Runs hot or cold liquid - handles all sizes of cans. Every can full. Stops when exhaust box or double seamer stops. Overflow is returned to bowl. No waste. Operates over any conveyor, chain, cable, belt or disc. Compact. Low Priced. Fool Proof.

All Judge Machines are built for any desired capacity of cans per minute.

E. J. JUDGE

P. O. Box 238 Alameda, Calif.

Just the other day, I had occasion to submit samples of No. 2 sieve Peas to a buyer who apparently was very panicy about the quality. After making quite a lot of excuses about the quality being something terrible, while they were about the best Peas that it is possible to pack in this section, he finally said that he would use them under his label at a certain price. We could not get together on price and he is still looking elsewhere for the Peas. I found out since that this particular fellow was using Fancy Wisconsin No. 2 sieve Alaskas for that label and was trying to find something here in the East that was nearly as good at a lower price. The price that I quoted was about 25c per dozen less than Fancy Wisconsin No. 2 sieve that he had been using before, but apparently that wasn't enough differential. I have my doubts whether he would have made a corresponding cut in his resale price.

This jockeying that is going on today is a grand farce but without a law such as you suggest, what are we going to do about it?

A CANNER.

Valders, Wis., March 1st, 1932.

Commenting on your editorial of February 29th. It is indeed very interesting to see that an attempt is being made to again resurrect the undertaking which "died" about six or seven years ago. I refer to the matter of having the producers name on the label or on the can.

The matter was up for discussion at several conventions, but somehow or other the thing was defeated, we got no where, although we feel that such a law, if enacted, would be the most constructive of any, and would be of greater benefit to the canning industry than any food or label law that was even enacted, and we sincerely hope that this movement will be kept alive, and that the canners will get back of it and not rest until we get it.

You have advanced many good ideas in your editorials, but ofttimes the "seed" falls on "barren soil" and "bears no fruit," and about the only time that the canners will set up and do something, and reason, is when we have times like the present. Then we talk about what ought to be done, and perhaps even show a willingness to cooperate, but just as quick as conditions improve a little so that there is a chance for temporary existence without consulting or cooperating with the other fellow, then all is well and we forget about everything until the next panic comes around.

The writer has outlived at least four or five such periods.

Let us resolve then right here and now to start the ball a-rolling and keep it rolling to bring about that law that will make it compulsory that the packer's name must appear prominently on every label of canned foods. Not only that, but that the quality of the product in the can should also be printed on the label in such language that the housewife or cook can understand it.

Now referring to the matter of low prices, bargains, which is also mentioned in that same editorial. I would like to tell you something that took place here in our little burg. We have a so-called Ladies Progressive Club; at their annual meeting a new president was elected. She gave an address which is worthy of comment, and if carried out I believe would do a great deal to quickly relieve the present depressed conditions in the canning industry.

Here it is: She said, "Ladies, the idea of our going out shopping for bargain goods, hunting for bargain counters here, and special offerings there, buying three or possibly four cans of vegetables for 29c or possibly 25c, is all wrong, and the same thing applies to all other bargain stuff which is offered for sale at or below cost of production, resulting in a loss to the producer as well as the merchant who handles it, and usually benefits no one. Would it not help a great deal to bring back normal conditions if we would all agree to ask for and buy quality products rather than just price products, and start a chain letter to that effect, which should cover the entire U. S. in a very short period, and thus change the attitude of hunting and buying only bargain stuff to calling for quality merchandise?"

Isn't that a wonderful idea?

In a recent letter to our brokers I suggested that it was about time to turn right-about-face and forget about that everlasting price—low price—and then lower prices. The disease has been so catching that it has become a world-wide epidemic, and we need courage, strength and leadership to get us out of this plague.

The finest canned products are meeting with little or no demand. Why? Because those people who can afford to buy them don't know how good they really are, and so quality products are being sacrificed at shamefully low prices, for no other reason than the lack of knowledge and the consequent lack of interest in these quality products by those who can well afford to pay a fair price for them.

(Valders Canning Co.)
W. F. CHRISTEL.

Says one of the best known canners in Indiana:

————, Indiana, February 20, 1932.

If there is any one thing that would be of real benefit to the canning industry, it would be the compulsory printing on all labels, even if in very small type, the name of the actual packer of the foods. Having been identified with the canning industry ever since I was a boy, I remember very distinctly of this same thing having been brought up many times in the past. It always met the same old reaction that it could not be done and that interests lobbying against such regulations would prevent its being passed. Also, one of the chief objections was that we would have all our friends become enemies. All right, that may have been true years ago, but now, apparently, the canning industry has no friends, so why not start this fight. I am bringing this matter up confidentially with you and would like to have your reaction.

ON 1932 CROPS

March 11, 1932.

WARNING—Planting time is near. Pea Canners! Watch your step.

Conditions do not warrant planting more than 50 per cent of normal acreage. It must not exceed 250 acres per line of machinery. This means YOU, regardless of whether you have "an established trade" or "can sell your products at a profit" or "have future contracts" or "have a big overhead" or "because you are **used to** planting 500 or 600 acres per line" or "because you can finance a big pack." Again, I say, **conditions do not warrant anyone**, without exception (for you cannot make exceptions) to plant more than 250 acres per line of machinery, (and, of course, refrain from adding more lines).

Any canner who does not heed this warning, becomes a **menace** to the industry, and deserves the **contempt** of his fellow canners, and buyers as well, because he is the **direct cause** of the disaster that is bound to follow unless acreage is cut in half.

There is no excuse for even the jobber-canner to put in their usual acreage, because they will be able to buy products for less than they can pack them themselves.

It requires **complete co-operation** to save the industry, and to prevent the further loss of millions of dollars. A careful check-up should and no doubt will be made, to detect the violators (if any there be) and publish their names. "By their deeds ye shall know them."

(Valders Cang. Co.)
W. F. CHRISTEL.

Templeton, Wisconsin, March 2, 1932.

We believe the Editorial you had in your issue two weeks ago, probably did as much as any one thing to jar pea canners to the realization of the seriousness of overproduction.

The writer figured this thing from another angle and came to about the same conclusion. We are wondering if you would care to publish the enclosed letter which would go out to pea canners.

We have just been lucky thus far, but this can be overplayed, and this is no year to fool with fate.

Yours very truly,
MAMMOTH SPRING CANNING CO.
J. P. Kraemer.

To The Canners:

Will peas sell for 60c a dozen in six months? They certainly will if there will be a production of sixteen-million cases.

The average production per acre for 1927, 1928 and 1929. normal years,, was 82 cases per acre. If we had had a normal year in 1931, we would have packed twenty-one million cases of peas. We produced in round number, thirteen and one-half million cases and had approximately a three and one-half million case carry-over, or seventeen million at the close of 1931 operations. There will be a three million case carry-over this summer, which means a consumption of fourteen million cases. If this consumption holds good, we should produce only twelve million cases this year, which will allow one extra million for the carry-over. Based on the average production per acre, we should have not more than 146,000 acres of peas or a reduction on last year's acreage of 42 per cent.

If we follow this kind of a program, we should break even. If we get a smaller pack, we stand a chance of making a little money, but if the pack figures run over this amount, it is a foregone conclusion that we will operate at a loss. We must admit that general conditions are a mighty factor in our business. There are more unfavorable factors on the horizon than favorable ones, and only a blind optimist can hope for better things to come within the next year. We believe that when the tremendous amount of mud slinging, which will be apparent in the on-coming presidential race, has been done, that what little confidence remains will be dissipated entirely.

Heretofore, with general conditions good, we could take a chance on overproduction, and a loss, if any, would not be serious, but with absolutely no buoyancy on anything that looks

AYARS Latest Model
New Perfection
PEA and BEAN FILLER

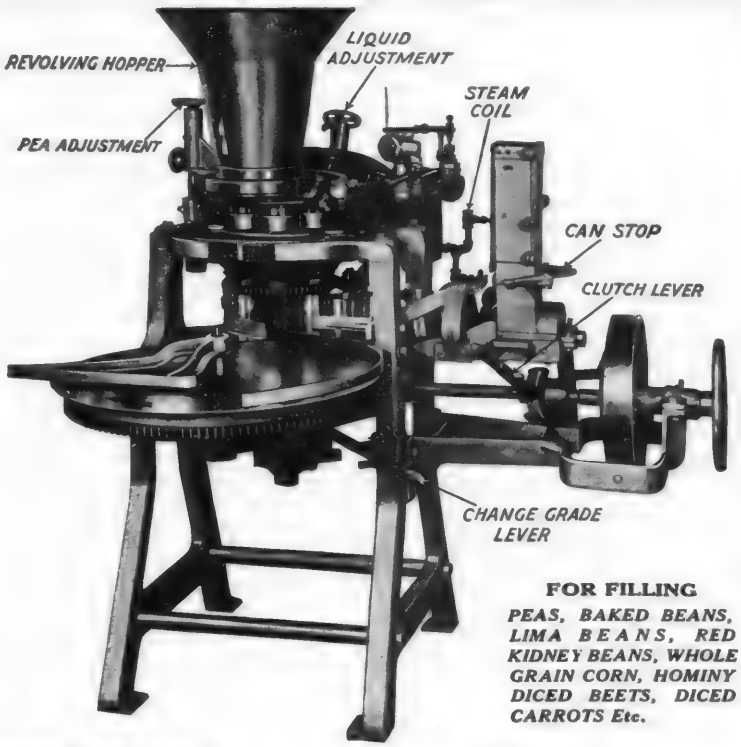
Only Filler on market with slowly revolving Hopper.

Hopper revolves slowly in opposite direction from the way filling pockets revolve insuring absolute uniform fill.

No-Can-No-Fill attachment that works perfectly.

Fills all grades, even small sticky peas without any variation in the fill.

Large Brine Tank Insures hot brine at all times.



FOR FILLING
PEAS, BAKED BEANS, LIMA BEANS, RED KIDNEY BEANS, WHOLE GRAIN CORN, HOMINY DICED BEETS, DICED CARROTS Etc.

AYARS MACHINE COMPANY, Salem, New Jersey

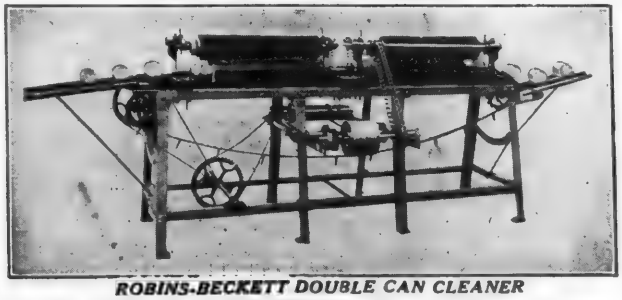
SHOULD BE
In Every Cannery Office
"A Complete Course in Canning"
As an insurance against loss

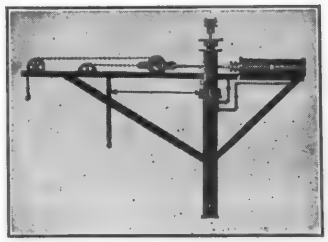
Published by
THE CANNING TRADE
Baltimore, Md.

BUIST'S GARDEN SEEDS
Dependable 104 Years
Famous For Vitality And Purity
Write For Prices When Ready To Order
Robert Buist Company
Seedsmen Since 1828
PHILADELPHIA PENNA.

WE ARE MANUFACTURERS

ROBINS RETORT


ROBINS-BECKETT DOUBLE CAN CLEANER


ROBINS CIRCLE STEAM HOIST

A. K. ROBINS & CO., Inc., Baltimore, Md.

ROBERT A. SINDALL, *President* Write for catalog HARRY R. STANSBURY, *Vice-President*

like a surplus, with the buyer buying only his weekly requirements, and with credits in very bad condition, we feel that there is only one course open, and that is to put ourselves in a position where we will lose the least possible money; and that is a correct balance between what the country will need and the lowest price consistent with operations of this dimension.

Sincerely yours,
Pea Section, National Canners Asso.,
J. P. Kraemer, Chairman.

QUALITY AND FUTURE BUYING PAY BEST

Santa Maria, Calif., February 12, 1932.

I note in your journal at different times, where you publish that likely future buying is about through for all times.

I wish to state I have just returned from a trip to Los Angeles and visited many chain stores and large markets, and noted in particular those who are doing the best business are the ones who still buy their future requirements as they have always done, whether they be jobbers or retailers, and I might say here, the stores that have always stuck to quality are doing the business.

The chains or the jobbers who have depended on bargain goods, all kinds of quality and brands, are finding themselves with little or no business, and many chain stores who have branches near a quality store, are closing and quitting these locations.

I will mention one house who has always, and is still buying futures, that is doing a fine business, while the bargain-buyers are looking on and wondering why they cannot have such fine business:

As the Ralph Stores in Los Angeles, Glendale, Alhambra and Long Beach are doing; these stores are the last word in building equipment and quality stocks, and last but not least, the finest management that can be. A visit to any of these stores is worth while, and a good lesson to all.

I might say, the Ralph Stores feature Geneva and Del Monte brands as their quality canned foods.

You will please note the Geneva Preserving Company has always packed quality canned foods.

Yours sincerely,
A. M. MILLER.

APPRECIATION

Daleville, Va., March 7th, 1932.

I am just writing a line to express to you my appreciation of the splendid report you gave in your paper of our Virginia Canners Convention.

Somehow you have always been nice to us, and in our efforts to keep our Virginia Canners alive and going we can't help but appreciate your helpfulness.

I have been reading your paper for about forty years and it seems to me that day by day in every way it grows better and better.

Yours sincerely,
B. R. Ikenberry, President,
Virginia Canners Association.

Move-Canned-Foods Campaign Off To A Successful Start

THE following, taken from the N. C. A. Bulletin of March 19th, is so heartening, as showing the real progress of the Big Advertising Campaign, that we are reprinting it, in full, so that all canners everywhere may enjoy it, as we have—and follow the good lead here shown.

Only four weeks have passed since the first N. C. A. ad appeared in the newspapers. What has happened in this short period? Are canned foods moving? Is the advertising working? Are canners, wholesalers, brokers, retailers cooperating, selling and moving canned foods?

Here are a few flashes from the front. All interesting. All proving that the 1932 newspaper advertising is doing its job —that the trade is enthusiastic—that women are reading these ads and buying more canned foods.

NINETY-TWO THOUSAND BOOKLETS MAILED

Think of it! 92,000 booklets which housekeepers all over the country have written for. Why? Because they are reading N. C. A. ads in which these booklets are offered. Never before a record like that. Six additional mail clerks are now required just to handle these booklet requests.

FRED STONE AND ALL THE LITTLE STONES LEND A HAND

It happened in Cincinnati. Fred Stone was playing there in his new musical revue. The Cincinnati Times-Star thought of the idea. "Ask Fred Stone to have his entire troupe stationed in various retail grocery stores to urge people to buy canned foods for the unemployed." Chorus girls, actors, actresses and the famous Stone family were all over town. The newspaper gave the idea a lot of publicity. And how it did sell canned goods. Fred Stone expects to put on this same helpful idea in every city in which he plays. How's that for cooperation?

KEEP YOUR EYES ON SALT LAKE

They're doing things out there! A recent issue of the Salt Lake City Deseret-News, the newspaper which carries the N. C. A. Campaign, had seven solid pages of advertising on canned foods. Think of what that means to Salt Lake. Think of the thousands and thousands of housekeepers who saw those advertisements. Is there any question but what they are buying more canned foods today than ever before?

UNEMPLOYMENT RELIEF COMMITTEE SAYS "GIVE CANNED FOODS"

This time the news comes from New York. Lots of folks are out of work. The Emergency Unemployment Relief Committee is doing its best to feed them. With what? With canned foods. Just last week they distributed thousands and thousands of handbills urging people to buy a can of food and drop it in one of the boxes which have been placed in retail grocery stores all over the city. Here is what the handbills say:

One Can Is Worth A Thousand Can'ts

There are families in New York in great need of food. You can help them. The Food Relief Division of the Emergency Unemployment Relief Committee is undertaking to provide food supplies for needy families. Every one can help who will drop some cans or packaged food regularly each week in the Food Relief Container in the nearest grocery store.

Drop A Can Into The Container Today
Or, Better Still, Give Your Grocer A Regular Order For Several Cans Each Week

The Emergency Unemployment Relief Committee recognizes that canned foods are good foods. Convenient. No waste. Economical. That's why they are urging the purchase of canned foods for the unemployed.

THE KROGER CANNED FOOD DRIVE IS ON

"Let King CAN Serve You" is the slogan of the big Kroger drive. In announcements to store managers they said: "Our efforts will be backed up by the extensive advertising program of the National Canners Association which is now running." All Kroger store managers have been urged to display canned foods sell and advertise canned foods harder than ever.

But that isn't all. Kroger is featuring canned foods in rotogravure advertising in many cities throughout the Middle West. A big ad appeared on March 13th. Others will follow. In addition Kroger is tying up with N. C. A. pages in nearly every city where they have stores.

OREGON ORGANIZES

Telegram just received from newspaper in Portland, Oregon, saying: "Eighteen leading groceries here want to use N. C. A. ads as handbills. Will distribute thousands of copies to housekeepers through these stores."

This is happening all over the country. It means additional circulation of N. C. A. ads running into hundreds of thousands.

Don't forget to pass this idea on to wholesalers and retailers with whom you come in contact. It is an inexpensive way to capitalize the N. C. A. campaign, and a fine way to add circulation to each advertisement.

COOKING SCHOOLS COOPERATE

Many of the newspapers carrying the N. C. A. campaign operate cooking schools where they demonstrate canned foods to thousands of housekeepers. This means personal talks are being made by domestic science experts on canned foods in many cities. Think of what this is doing to increase the sale of canned foods.

ADVERTISING PLUS TIE-UP DID IT

In one day a live wire Salt Lake retail grocer sold 132½ cases of pineapple. Asked how and why, he said: "The National Canners Association advertising did it. All I did was to tie up with the ad in my windows, store and selling."

WHAT DISTRIBUTORS SAY

"Canned foods sales are on the up-and-up. In fact, our canned foods sales are ahead of any previous year for this time of the year."

"Cannot begin to express our appreciation for splendid cooperation shown in N. C. A. campaign... with right cooperation among jobbers and retailers this campaign should bring material results which industry should feel in near future."

"Either the advertising you are doing on canned foods or our own hard work has about doubled canned foods sales in the last 30 days."

"We are receiving a great many more five and ten and occasionally twenty-five case orders than we have for the past year."

HAVE YOU REPORTED ON YOUR TERRITORY?

What about the N. C. A. campaign in your territory? Drop a line to C. P. Pelham at 49 West 45th Street, Merchandising Division of Canners Advertising Committee. Tell him how things are going so he can circulate the good news.

ANNUAL MEETING OF CANNERS' LEAGUE

Del Monte, Cal., March 17-18-19
at Hotel Del Monte.

THE annual meeting of the Canners League of California was held at the Hotel Del Monte, Del Monte, Cal., March 17, 18 and 19, with the usual representative attendance, not only of canner members from this State, but of officials of other Pacific Coast organizations of canners and officials of the National Canners and National Food Brokers Associations. For several years the annual meetings of the League have been held at Del Monte where the accomodations have been found to be particularly suitable, and this year's program closely follows in arrangement that of last year.

The opening session, presided over by President Elmer E. Chase, was held Thursday evening in the auditorium, with a wealth of greenery conspicuous in the decorations, possibly in honor of the Irish membership.

Following the opening address of President Chase, which touched upon the trying times experienced by canners during the past year, and which still confronts them, greetings from the Pacific Northwest were presented by E. M. Burns, secretary-manager, Northwest Canners Association, and from Southern California, by C. J. Walden, president, and C. A. Winkler, secretary, Southern California Canners Association.

Following on the program were Marc C. Hutchinson, President; Mark Ewald, Vice-President, and Frank E. Gorrell, Secretary, of the National Canners Association.

The work of the League for the year was outlined by F. A. Wilder, Chairman of the Executive Committee and W. A. Gellersen presented the report of the Operating Committee. The work of the Traffic Committee was outlined by I. F. Lyons, while H. G. Maxon presented the report of the auditing committee, and Preston McKinney, Secretary and Vice-President, reported on special funds. The report and recommendations of Treasurer G. S. Lackie was placed before members and F. L. Monnet presented the report of the Nominating Committee.

Friday morning, March 18th, was given over to the sample cutting of apricots, pears, cherries, fruits for salad and experimental varieties, part of the work being carried on in the west end of the main dining room and part in the music room.

This important work was supervised and carried on by a large staff, with F. P. Brown, T. A. Alton and F. A. Dixon as Directors. The Judges and Secretaries were L. W. Dierkes, H. Dodd. G. N. Edwards, F. L. Fetterman, R. D. Frey, W. H. Geisler, H. E. Gray, L. J. Hanchett, W. U. Hudson, W. R. Johnson, L. C. Kaugman, E. L. Macabee, Paul H. Parrish, V. B. Peterson, H. T. Pyle, W. P. Reid, R. E. Sanborn, C. B. Weston, P. S. Wetmore, C. W. Wolff and B. E. Wool.

The technical assistants were: Paul E. Alexander, G. S. Bohart, A. G. Collier, D. C. Frames, W. D. Grimmer, C. J. Harter, James Hanson, C. E. Lochele, L. G. Petree, J. P. Pierce, S. J. Semichy, Donald Stanbridge and H. A. Vetch.

The afternoon session, held in the Auditorium, was presided over by G. H. Bradt, who asked all members to join in open discussion of the subjects on the program.

Following reports and comments on the Cutting Bee results there was a discussion on Apricots, led by H. Dodd. This was followed by similar talks and discussions on Pears, led by C. B. Weston; Cherries and Fruits for Salad, led by C. W. Wolff; experimental varieties of Apricots, led by W. F. Breton and L. C. Kaufman, and a general discussion led by A. W. Eames and W. St. B. Eustis.

Frank A. Dixon reported the progress that had been made on variety improvement, with special reference to Peaches, upon which much work is being done.

Trends in prices of canned fruits and competing products were gone into quite extensively by Dr. H. R. Wellman, Giannini Foundation, University of California, followed by a discussion of the 1932 market, led by R. L. Pratt, W. A. Gellersen, C. E. Hume and F. W. Jacobs.

The Federal standardization of canned foods, under the McNary-Mapes Act, was outlined by F. A. Wilder, Chairman, Standards Committee, Canners League of California, with a talk by Wendell Vincent, Chief, Western District, Food, Drug and Insecticide Administration, U. S. Department of Agriculture.

The oxidation of cling peaches was gone into in detail by Prof. W. V. Cruess, of the Food Products Laboratory, University of California. This followed closely reports along this line made at the cling peach products conference held at the University in January.

President Elmer E. Chase presided at the general session held Friday evening in the Copper Cup Room, at which time directors for the ensuing year were elected.

A discussion on some of the factors contributing to the early development of springers in canned cling peaches was led by Dr. J. R. Esty, following presentations of the subject by Dr. G. S. Bohart, C. E. Lochele and L. G. Petree of the National Canners Association Laboratory staff.

Others on the evening program were Dr. K. F. Meyer, Director of the University of California Laboratory for Research in the Canning Industry; Dudley Moulton, Director, State Department of Agriculture; Frank E. Gorrell, Secretary, National Canners Association;

Dwight K. Grady, Secretary, Dried Fruit Association of California; Dr. Giles S. Porter, Director, State Department of Public Health.

Saturday morning was given over to the sample cutting of Cling Peaches, Halves and Sliced, and Experimental Varieties, followed by a special session at which A. W. Eames presided as Chairman. At this session reports on Cutting Bee results were presented, with a discussion on Cling Peaches, Halves, led by R. E. Sanborn; Cling Peaches, Sliced, led by H. E. Gray, and Experimental Varieties, led by A. C. Cutler. The session came to a close with a general discussion led by F. P. Brown and A. R. Plummer.

The evening was give over to the banquet in the Auditorium, tendered by the American Can Company. The crowning feature of this was the awarding of golf prizes to winners of the tournament which had been concluded in the afternoon.

Better Profits

A department devoted to the consideration and discussion of sales questions of every kind, and to every phase affecting the sale and distribution of canned foods; therefore, of utmost importance to every canner, because on your sales depends your profits. Improvement in selling methods must result in better profits. Conducted by an Expert of long experience, but whose identity will be kept hidden.

QUESTIONS INVITED, AND YOUR OPINIONS WELCOMED.

A LIVE wire canner in the Middle West said to me the other day:

"I have been giving careful consideration to your various suggestions regarding the merchandising of canned foods by means of premiums and I still can not make myself believe such a sales method could prove practical to a canner who sells a medium priced number two can of goods."

This afternoon I noted merchandising deals being offered in a typical retail grocery store and will outline them for our readers.

1. Two ten-cent tins of Union Leader smoking tobacco and a fifty-cent pipe for 49c.
2. A sherbet glass, a cup and saucer, or a compartment plate in topaz glass with a pound of coffee at 35c.
3. A five-cent cake of Beauty Toilet soap and a drinking glass for 5c.
4. A Jiffy mixer with 12 ozs. of Banana Malted Milk at 49c.
5. A pie plate with a pound of Baking Powder at 30c.
6. A $1.00 mechanical pencil with three wrappers from ten-cent cookies and 25c.
7. A medium size, live rubber ball with a pound of cookies at 26c.
8. A toy automobile dump truck carrying the advertiser's name with a pound of coffee at 49c.
9. A Biscuit baking tin with 2 pounds 12 ounces of ready-to-mix biscuit flour.
10. 2 Aluminum molds with 3 packages of Jello at 25c.
11. A green glass cereal set with two packages of Whole Bran.

Eight of these deals were being offered in a single store, some of the same propositions were being made in another store which also had the three different deals not in the first location.

Probably at least a dozen more free offers, deals or premium schemes could be noticed in a few visits to retail grocery stores.

The day of premium selling is here!

I must agree that the unit of sale in canned foods should be a minimum of two cans and that the goods offered should be of good quality, but if your pack is not up to high standards of quality you might as well get your packing formula arranged for the packing of goods worth advertising another year. And then advertise them.

The packer wishing now to constructively market stocks on hand and at the same time build repeat business should spend several days in investigating present methods of promoting retail sales in grocery stores and then lay out his sales campaign.

Inquiry on his part from retail grocers will show goods supported with premium offerings are moving off his shelves. The grocer will mention instance after instance when the premium changed buying habits long established.

Especially appealing are the offers attractive to children.

I can not understand why some manufacturer has not arranged to capture the interest of boys in grade school now by offering a bag or a number of marbles as a premium, but there are several seasonal and all-the-year-round articles carrying a lot of appeal to the youngsters and any of these can be adopted with splendid effect as a part of a canner's sales plan for increasing consumer interest in his goods.

Some Malt packers offer a toy express wagon with a number of cans of malt, others will soon be offering roller skates as premiums. Practical cameras are inexpensive, smaller articles of Boy Scout equipment are always attractive to scouts

Bless your heart, when you start selecting premiums which will help increase sales of canned foods, your trouble will not be in finding something suitable but rather in finding where to stop when you have made up your mind to take the bull by the horns and engage in one of the oldest known forms of advertising

Razor sets, traveling bags, electric clocks, raincoats all make attractive gifts to the retail grocer buying a quantity of your pack.

The same prizes if offered as such to jobbers' salesmen selling a block of your goods will build your business as you never dreamed would be possible.

Do not worry over details of shipping premiums and prizes to those who will dispose of them or receive them.

Always, we fear that which we do not understand, we hesitate over tackling a job new and unknown to us but working out the plan and problem is never as hard or expensive as we first thought it might be.

Even though a determined-on plan such as I have outlined might prove at first to be burdensome in comparison to the sales plan we have been using, this is no sign it should not be carried to a logical conclusion but rather a sign we have grown soft in selling and need to be reconditioned in order to meet selling conditions as they are today.

And believe me, brother, they are plenty tough!

Ask some canner who is trying to sell enough of his present stock of extra standard and fancy canned corn to warrant opening his plant this year; he knows!

As long as we must face facts, let's admit, too, that different ways of selling other than price cutting alone will be most apt to move goods profitably in 1932.

Grant this, act accordingly and next year and 1933 will see you on your way out of the muddle the canning industry finds itself in today.

Once you have determined to give premium selling a fair trial, do not allow your brokers to throw cold water on your plans.

They may feel they are going to be asked to shoulder additional sales burdens not properly a part of their duties but you need not fear many will object to constructive efforts on your part to increase their total sales and net income.

Even your distributors in some cases may tell you ideas such as I have presented are old or impracticable.

Just as you will find with the aggressive brokers, however, you will learn up-and-coming wholesale distributors will welcome sales helps designed to help them increase sales.

Forget the fellows who can not or will not fall in line with your program after you have decided on it.

A few years ago we sloganed the country with something like this, "This year will reward fighters"!

Whether it did or not is beside the question; the fact is we are now in the position of the naval commander who, when asked if he would surrender, replied: "Surrender, no; we have not yet begun to fight!"

Work out a logical advertising plan for 1932, then fight like the dickens to put it over!

Countless canners will in later years look back to this year and realize it was the turning point upward in their climb to reasonable profits.

May every reader of The Canning Trade find this true for themselves.

If we can help you, give us your requests for help on any advertising or sales problem and we will do our best to help you solve it.

No obligation on your part, of course.

BUSY ON GRAPEFRUIT

GLENN S. WISEMAN, of Tugwell & Wiseman, Inc., with main offices in Modeltown, N. Y., is now in Tarpon Springs, Fla., and has begun packing fancy grapefruit and grape fruit juice. He reports the crop in good condition, owing to an unusually warm winter, but fears that next season's crop will be light due to a very light bloom this spring.

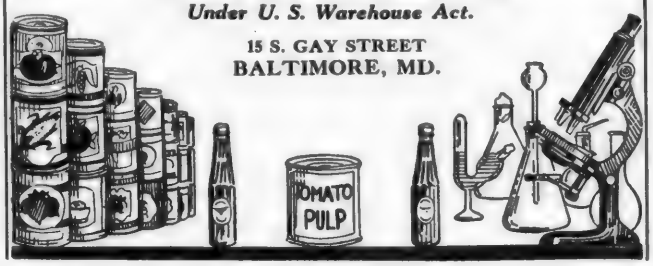
STRASBURGER & SIEGEL

Consulting Food Chemists and Bacteriologists

Grading under the McNary-Mapes Amendment

Licensed Graders of Canned Foods
Under U. S. Warehouse Act.

15 S. GAY STREET
BALTIMORE, MD.



POWDERED APPLE PECTIN

SPEAS-NUTRL-JEL

NEUTRAL IN COLOR AND FLAVOR

Write or Wire for Samples and Prices

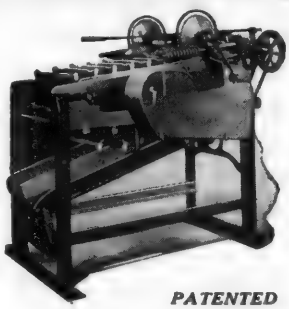
SPEAS MANUFACTURING CO.

Kansas City, Mo.

Licensed under Patents 1,646,157, Oct. 18, 1927; 1,655,398, Jan. 3, 1928; Application 166,020 Feb. 4, 1927.

MORRAL BROTHERS

MORRAL, OHIO



PATENTED

Manufacturers of

THE MORRAL CORN HUSKER

Either single or double

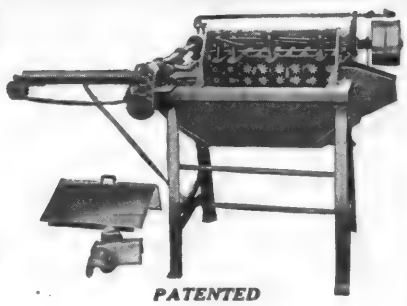
THE MORRAL CORN CUTTER

For whole grain or cream style corn

THE MORRAL LABELING MACHINE

and other machinery

It will pay to write for our prices and further particulars



PATENTED

MORRAL BROTHERS, Morral, Ohio

BROWN BOGGS CO., Ltd.,
Hamilton, Ont., Sole Agents for Canada

Wanted and For Sale

This is a page that must be read each week to be appreciated. You are unlikely to be interested every week in what is offered here, but it is possible you will be a dozen times in the year. If you fail to see and accept your opportunity your time is lost, together with money. Rates upon application.

For Sale—Machinery

FOR SALE—7 12' sections conveyor for carrying Peas from lot to viner, complete with No. 77 chain, wood lugs, etc; 20 h. p. motor; steam pump; air compressor; oil cups; grease cups; steam guages; injector; safe.

Oswego Preserving Co., Oswego, N. Y.

FOR SALE—Bargain Prices. 1 practically new Anderson-Barngrover Cooker for 2's and 3's; 1 practically new Jeffrey Peeling Table.

A. K. Robins & Co., Inc., Baltimore, Md.

For Sale—Seed

FOR SALE—SEED BEANS; Western grown, '31 crop

Burpee's Stringless	@	7½c.
Giant Stringless		7½c.
Full Measure		7½c.
Lowe's Champion		8½c.
Roger's Stringless Refugee		7c.
Refugee Wax		8c.
Pencil Pod Black Wax		7½c.
Round Pod Kidney Wax		8c.
Sure Crop Wax		7½c.
Burpee's New Kidney Wax		8c.
Henderson's Bush Limas		8c.

SEED CORN; Connecticut grown, '31 crop

Golden Bantam	@	7½c.
Whipple's Early		8c.
Early Evergreen		7½c.
Narrow Grain Evergreen		7½c.
Stowell's Evergreen		7c.
Country Gentlemen, originator's stock		7½c.

all per pound, F.O.B. Orange, Connecticut; bags 25¢ each, terms cash.

S. D. Woodruff & Sons, Orange, Conn.

FOR SALE—Certified Tomato Seed. We have a limited stock of Marglobe Seed, certified and saved under supervision of Maryland State Agricultural College. Offered at reasonable price.

E. V. Stockham, Inc., Havre de Grace, Md.

FOR SALE—The genuine Indiana Canners Association Indiana-Baltimore Tomato Seed can be purchased only through the office of the Secretary,

Kenneth N. Rider, Indiana Canners Asso.,
Trafalgar, Ind.

For Sale—Plants

FOR SALE—Tomato Plants, open field grown; Baltimore, Marglobe, Bonnie Best; from certified Seed; $1.00 per thousand. Ruby King and California Wonder Pepper Plant, $2.00 per thousand. Cabbage Plants, Copenhagen, Golden Acre, $1.00 per thousand. Safe arrival guaranteed.

Triangle Plant Co., Pembroke, Ga.

For Sale—Factories

FOR SALE OR LEASE—Canning and Preserving Plant located within 45 miles of Houston, Texas. Equipped for beans, tomatoes, spinach and figs. Other products may be added. A bargain to right party who will operate plant.

Address Box A-1852 care of The Canning Trade.

Wanted—Machinery

WANTED—Full Automatic Closing Machine for cannery. Can-stand-still type. Good speed. Capacity up to No. 3 size. Write full details.

Address Box A-1848 care of The Canning Trade.

WANTED—Three Closed Retorts 40-1/8 inches in diameter, 7 ft. 11 inches deep inside measurement. To hold 3 baskets each. Also 15 baskets for same.

Edgar F. Hurff, Swedesboro, N. J.

WANTED—Two Corn Washers; Ten used Huskers, Tuc, Sprague Super or late model Double Morral.

Thomas & Co., Frederick, Md.

Situations Wanted

POSITION WANTED—As Manager or Superintendant by packer of general line of vegetables; peas, corn, tomatoes, kraut, and other lines. Wide experience in all phases of management, production and mechanics. Can give best of references.

Address Box B-1837 care of The Cannieg Trade.

POSITION WANTED—By man with 15 years experience in the pickle business. Have worked over a big portion of the United States but prefer the Pacific Coast States. Am capable of taking charge and managing the mannfacturing part, or will work under the Manager.

Address Box B-1845 care of The Canning Trade.

POSITION WANTED—As Superintendent by married man, age 42. Have been in the game 20 years; quality packer of fruits and vegetables. Machinist by trade; American Machine Operator. Also have sales ability. Best of references; will go anywhere.

Address Box B-1846 care of The Canning Trade.

POSITION WANTED—As Sales Manager or Assistant. At present employed; 20 years experience at manufacturing and selling canned foods. Perfer position where can become financially interested after proving ability.

Address Box B-1847 care of The Canning Trade.

POSITION WANTED—As Sales Manager or Salesman. Young man, age 29, experienced in the sale of canned foods, acquainted with buyers and brokers in the East. Open for connection with packer who has five or more items, and means to stay in business. Capable of handling entire sales and broker correspondence.

Address Box B-1850 care of The Canning Trade.

POSITION WANTED—By German, young man. High class expert in making jams, Preserves, Jellies, Pulps and Syurps. 11 years experience.

Address Box B-1841 care of The Canning Trade.

POSITION WANTED—As Superintendent in a canning factory. Have had several years experience packing all kinds of fruits and vegetables, Can repair old plant or build new factory. Have good references.

Address Box B-1849 care of The Canning Trade.

POSITION WANTED—By Sanitary Can maker. Have had 25 years of practical experience in can business; have installed a number of can making lines. Can make good cans at the lowest cost. Have been factory manager of one plant 17 years. Can business is one of the moststaple of American industries; it pays to make your own. Will gladly give more information if desired.

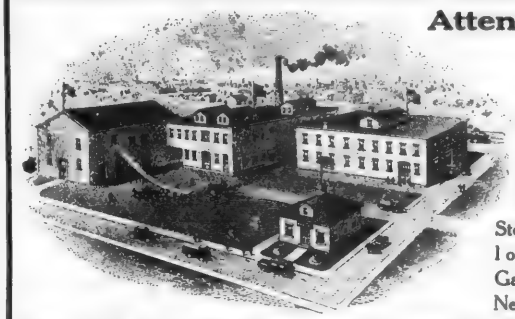
Address 2661 Hope St., Huntington Park, Calif.

POSITION WANTED—By progressive Superintendent. Efficient producer of quality packs, with valuable experience gained during past 15 years packing a complete line of vegetables. Excellent references. Seasonal or yearly.

Address Box B-1853 care of The Canning Trade.

BERLIN CHAPMAN
CANNING MACHINERY
A Single Unit or A Complete Canning Plant
BERLIN CHAPMAN CO., BERLIN, WIS.

Attention:



For Sale or Rent

One of the best Canning and Storage Plants' located in the Garden Spot of New York State where Fruits and Canning Crops are raised extensively. Shipping facilities and the help situation of the best. For further information write to

Box A-1842 care of The Canning Trade.

GEAR, SPROCKETS, TRANSMISSION

Service to machinery manufacturers and the canning industry.

We maintain a large assortment of stock gears and are equipped to furnish sprockets, gears, and silent gears on short notice.

SLAYSMAN & COMPANY
Manufacturers of Industrial Gears.
801 E. Pratt St., Baltimore, Md.

BRANCH: DETROIT, MICHIGAN
WHOLESALE CATALOGUE ON REQUEST

BETTER SEEDS

FOR BETTER PACKS

We Are Leading Growers of

CANNERS' SEEDS

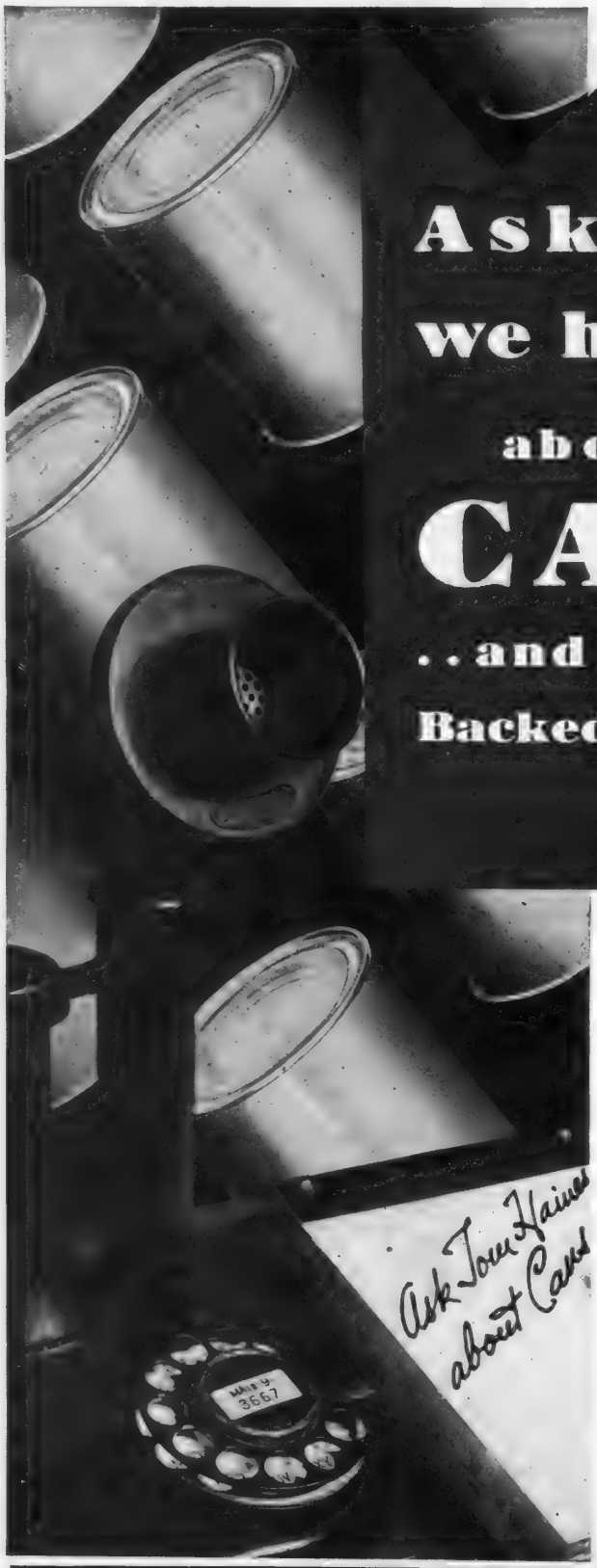
CATERING TO THE BEST IN THE INDUSTRY

PEAS, BEANS, SWEET CORN
TOMATO, PUMPKIN, SQUASH
CUCUMBER, CABBAGE, SPINACH
PERFECTED DETROIT BEET

For Prompt Shipment or Future Contract

The Best Stock of Detroit Beet in America

JEROME B. RICE SEED CO.
Cambridge, N. Y.



Ask Packers we have Served about these CANS!

. . and how they're Backed with Service

Packers who have used our CANS and SERVICE are satisfied. Pick up the 'phone and ask the Packer near you, whom we have served, about these SANITARY CANS and the methods we apply to back them up.

You will hear they were NEVER OUT OF CANS at any time - that trouble was prevented rather than adjusted - that Traffic and Service men were ALWAYS ON THE JOB.

These points are well to know just now - before you sign for 1932. Recall that CANS and ideal SERVICE come out to you from Baltimore, Md.

METAL PACKAGE CORPORATION

Baltimore Plant and Sales ----- 811 South Wolfe Street.
Executive Offices ----- 110 E. 42nd. St., New York City.
OTHER PLANTS } Hamilton, Ohio. Chicago, Illinois.
Maspeth, New York, - Brooklyn, New York.

THE CANNING TRADE
The Journal of the Canning and Allied Industries
ESTABLISHED 1878

THE MARKETS

BALTIMORE, MARCH 28, 1932

WEEKLY REVIEW

Retail Consumption Increasing But Prices to Canners Unchanged and Continue Low—Too Wide a divergance Between Canners' Selling Prices and Retailers'—A Canner Speaks On This

THE MARKET—There has been no let up in the steady buying of canned foods, in the small lots of course, and the consumers are taking them in an increasing manner rather than lessened. People talk about canned foods more than they used to do, and you can hear them remarking upon the fine goods you can get at such small cost. No question about consumption gaining, and you will note elsewhere in this issue the splendid results coming from the big advertising campaign. But despite all this the market prices between canner and distributor remain undisturbed. And they are ruling so low that the canners cannot get up courage enough to prepare for this season's packs. They have been told that they must prepare to pack the goods at lower costs than ever, and yet keep the quality up, and they are doing all they can in that direction. Prices on contracted acreage are being cut materially everywhere, and on all products. Utah is paying $10 per ton less, on the average, for peas; New York state is doing the same thing, and Wisconsin will have to. Prices of corn are going back to the old days of $10 per ton and less, and it may take even lower prices than that to induce some corn canners to run this year. The same thing is true of tomatoes, and it would seem that every tomato canner has come to the realization that he cannot buy run of-the-field tomatoes, on a flat rate basis, any more; that in self protection he must buy by grade, and there will be a big addition to the number doing that this season. Fortunately that sort of buying helps the worth-while grower, too. Some growers are a little slow to see this, but they are coming around. Because there are few growers who do not realize, now, that the canners have been taking an awful drubbing this past year or so on canned foods prices. The necessity is absolute with the canners—they can't pay former prices, nor anywhere near them for the crops, and then sell the finished products upon today's basis, and expect to stay in business.

Won't prices be better this fall or winter? Yes, if general business conditions are very much better, but the threatened impost of excessive taxes is more than offsetting everything else that is being attempted to bring business back to normal. Men will not invest their money again in business if they have to hand all the profits back to the government to pay for governmental extravagance and worse. Business has cleaned up its house pretty well but the governments, state and national, have hardly given a flick of the duster at the heaps they must remove, before order can be restored. We still labor under the necessity of every two gainfully employed paying the salary of one "living on the public."

But the prices of canned foods might very easily be better, and without added cost to the consumers. We used to think that the chains always handed any reductions in prices from the canners, onto their buying public. We knew that the wholesalers almost invariably blocked all efforts to clean out surpluses of canned foods through low prices, by refusing to reduce "their regular prices." In other worls where a wholesaler had a regular $1.25 article to his retailers, he held to that price when he paid the canner 85c, or 70c, or 60c or even 50c, and so the consumers could not benefit from these clean-outs. The chains started in to remedy this, but they are now doing the same thing, on some items, and in some places.

Along this line here is a communication just received (dated March 22nd) from a canner of long experience, and one who has worked the retail trade, and therefore knows both sides of it. This is a good time for a consideration of this kind. Take it and read:

ALL OUT OF TUNE

One of the fundamental principles of life is that what is one man's loss is another's gain.

Several of the large food distributors of the country have announced a better year from the standpoint of financial gain than in 1930. Can you get any food manufacturer or food producer to claim this? No, you cannot, as most of them have lost

fabulous sums of money as a result of being forced to sell their product at prices far below the cost of production. Hence, as the distributor is merely an agent, so to speak, of the manufacturer, to get his product into the hands of the consumer, it is a self-evident fact that there is something radically wrong with the present method of selling to the consumer.

Some careful check-ups have recently been made of retail prices for canned foods and it has been found that certain items for which the retail store is getting 18c per can or $2.16 per dozen, the canner is receiving from the distributor to whom he is selling, 60c per dozen or in other words a spread of over 300 per cent between producer and consumer. Is it any wonder then that distributors are announcing profits in excess of 1930, and canners are forced to admit enormous losses? Some say it is all the canner's fault for not asking more for his product but this is not altogether the fact. The relentless distributor in many instances is taking advantage of the present situation and practically forcing the canner to meet his views as to price, which when he buys, is not passed on to the consumer. This condition, of course, does not apply to every item the distributor handles nor does it apply to every distributor, but it does apply to enough, as proved by the retail price check-ups, to have caused a serious inequality between producer and distributor to exist, and has resulted in turning the losses of the canners into the profits of the distributors. Does the distributor forget that if there were no producers of food products that he would be out of business? Does he want to continue this process of hammering the producer until the extinction of said producer is accomplished? And isn't there lots of food for thought in this?

Undoubtedly the foundation and most important link in this chain of food distribution is the fellow who creates the product to be sold. Let's think this over seriously and before it is too late.

A CANNER.

Market prices remain unchanged, except that some pea canners seem to be forced by their banks to clean out and are doing so. The same thing is happening in corn. Actions of this kind kill all market efforts, but you can't expect a banker to see that.

The Tri-State meeting called for April 14th and 15th conflicts with the hearings at Washington on the modification of the McNary-Mapes law. But there will probably not be many go there, anyway.

TRI-STATE DATE CHANGED

THE spring meeting of the Tri-State Packers has been changed from April 14 and 15 to April 12 and 13. The hearing on the Mapes standards at Washington on the 14th has caused this.

Same place and all else, just two days ahead.

NEW YORK MARKET

By "NEW YORK STATER."

Special Correspondent of "The Canning Trade."

Trading Continues Fairly Active—Corn Showing Firmness in Prices—Tomatoes Continue to Move at Fairly Decent Prices—Food Relief Plan Moving Low Priced Canned Foods.

New York, March 24, 1932.

CANNED FOODS MARKET—Conditions in the canned foods market seem to more or less be at a standstill. Prices, although very low, seem to be stabilized and the trade sees no immediate hope of any improvement in the price structure. Trading continues fairly active, with bargain offerings still getting the biggest play from the buyers.

Although some factors in the trade hold that small advances in the canners' price lists would not seriously affect retail demand, reactionary buyers refuse to take a chance. The small increase resulting to the retail consumers from a general advance of 5 cents a case in canned food prices would mean but a cent or so difference to them, but the difference between operating at a loss or netting a small profit to the canners.

Depressed business conditions coupled with the large number of unemployed, however, furnish a good talking point for the buyers who hold that the public will not stand for any increase in food prices under present conditions.

Fruit—Considerable uncertainty is felt in the trade over the future course of the California peach control agency following the recent reductions in fruit listings made by the California Packing Corporation and Libby, McNeill & Libby, the two large factors which did not enter into the price agreement on the Pacific Coast.

Present prices under the revised listings of the two companies bring their offering prices for peaches near to those of the price control group and some factors in the trade hold that the latter must make reductions in its list if it is to enjoy any measure of success.

Action of the two major factors in cutting prices over the week-end came as a surprise to the trade, inasmuch as both had made but minor revisions when their guarantee periods expired March 1. Their action was taken to indicate that, regardless of their reported sympathy with the aims of the peach control group, they are going after their share of the business on the only major competitive basis existing today, namely: prices.

Corn—Presented a more cheerful picture than it has for a long time with Maine packers showing firmness in prices. Indications are that a small advance might be chalked up for this item shortly. Demand is strong and movements of corn into consuming channels continue to be moderately active.

Bantam is currently selling around 85 cents, factory, with Crosby at 80 cents, same basis. Western packers are holding their prices firmer following the increased strength shown in the Maine pack and the entire market seems to have improved.

Tomatoes—Tri-State packers continue to move stock along at a fairly decent rate with prices firm. Offerings of 2s hold around 72½-75 cents, factory, with 10s selling around $3.10-$3.20. Constantly diminishing stocks in the hands of packers seem to indicate higher prices for tomatoes as packers in other areas also report lower warehouse totals.

Florida tomatoes have ceased to be the bugbear that some buyers were trying to make out of them in an attempt to weaken sentiment for other packs. Higher freight rates, coupled with uncertainty as to how much of the pack was damaged by the recent freeze in that state have definitely removed Florida packed tomatoes from the status of a threat to the stability of the local market.

Food Relief—A plan that is moving much low priced canned foods into consuming channels which otherwise would not absorb them is the food relief plan instituted in the metropolitan area to aid families suffering from lower incomes due to the unemployment situation.

In the majority of the chain and independent grocery stores in the metropolitan district, bushel baskets have been placed bearing the tag, "Share-A-Meal." Housewives doing the family shopping, in the majority of cases, buy some small priced food article and add it to the collection in the basket. At the close of the day, the basket is collected by the relief workers and the food taken to a central distributing outlet.

Grocers report that much of the food going into these "Share-A-Meal" baskets is of the lower-priced canned food articles. Vegetables, soups and small sizes

of fruits are included in the total which goes to aid some unfortunate family.

Grapefruit—Reports from Florida of a sharp decline in the current season's pack, compared with that of last year, have encouraged the improved sentiment noted in grapefruit prices recently.

However, the presence of large quantities of fresh fruit in the city's markets at extremely low prices is a discouraging factor. The season for shipping fresh fruits to New York in sufficient quantities to warrant the current low prices, however, is almost ended and with the withdrawal of the fresh fruits, consumer demand for the canned article is expected to mount.

Salmon—The Alaska Packers' Association reduced the price of Alaska red tails to $2.25, coast, from $3.35 during the week with no other price changes of major importance registered.

Pinks are firmly held at $1, coast, and other grades are being maintained at current price levels. No price changes are expected in the salmon field by the trade in the near future. Outlets controlled by the sales control agency on the Pacific Coast are holding to their published lists.

CHICAGO MARKET

By "OBSERVER,"
Special Correspondent of "The Canning Trade."

Buyers Continue Very Conservative—Credits Here Tightened Up—Some Think Tomatoes Advanced Too Quickly, But Prices Holding—Tomato Puree Cleaning Up—Corn Moving At Low Prices—Pea Situation Unsettled—Fruits Dragging—Talking Futures, But That's All.

Chicago, March 23, 1932.

ULTRA CAREFUL—Buyers continue to hold themselves in the strongest attainable cash position, studying with redoubled attention every chance to effect quickest possible turnover of investment even at a very modest profit. Credits have tightened up and C. O. D. deliveries are a far large part of local operations than has been the case for many years past. Things may be improving a bit; they are not any worse; but nobody hereabouts wants to get caught in any after-claps of the depression as a result of collapsed credits.

The sales of canned foods seem to be fairly good assisted by some recent unseasonable frosts in the southern fresh vegetable areas which have delayed the delivery of many hundreds of carloads of fresh vegetables of all kinds. Canned fruits are only selling indifferently.

Tomatoes—An impression has been current that the advances registered during recent weeks came on too fast and there is a little easiness while the market is catching up with itself. Here and there a canner is found who is now modifying exaggerated ideas he voiced two weeks ago; it would seem that the situation has quite established an equilibrium for some little time ahead. Over-avaracious ones now appreciate that prices cannot be put up at will in war-time style.

There has been no particular lowering of general tomato values; Eastern standard No. 2 still at 72½ to 75c; Indiana, 75c; Missouri, 65c, and new pack in Florida at 70c.

It is generally agreed that the pack will no doubt clean up pretty well but with new Floridas now available, and Texas tomatoes offered in big quantity for May-June shipment there will be no prolonged period of tomato famine.

Tomato Puree—This product is daily becoming more closely used up; holders apparently willing to sell out and clean up without much thought of holding out for an advance on their small reserves. They seem to want to get it all behind them as completely as possible.

Corn—With smart figures finding that next crop can be produced much cheaper than 1931, there has recently developed a disposition to sell out stocks on hand at no profit, or maybe a little loss, and then proceed with a clear mind to getting ready for profitable operations on 1932. There can be no money made from hoarding present supplies over into another year, whereas it is quite certain that another pack, if produced in sensible proportions, will go onto a much better market than now prevails. This is the reason for so many reports of No. 2 corn being sold in the 50s; and it is hoped that the general public is appreciating the nickel corn which is being made available over such a large area.

Peas—Repeated threats of advances have failed to scare buyers, and it would indeed be a surprise to most distributors to encounter any serious inconvenience on supplies of peas; (or most any other canned foods item). Wisconsin claims they are closely cleaned up; but there is a top-heavy situation prevailing among the better grades of peas and shoppers seem able to get peas quite in line with their ideas. Standard No. 4 Alaskas seem to be selling freely in the 80s; occasionally sellers slipping in some No. 3 sieve at the same prices. We hear relatively little of peas from Ohio and Indiana and they are no doubt cleaned up quite closely there.

Rumors of plans for excessive planting on 1932 acreage in Wisconsin are scaring buyers off beyond immediate turn-over requirements.

Milk—The rumored advance of 15c to 20c per case which was expected this week has not yet come about; meanwhile, however, there is a heavy booking from indepedents at the low figures now possible, buyers feeling that they cannot lose by having supplies engaged at basis now possible.

It is noticeable that independents who are taking on sales at present levels are very cautious as to giving any floor stock guarantees as against what big advertised brands might do next.

We are told that some milk canners are oversold as much as 30 to 45 days ahead. There is somewhat of a premium on quick shipments.

California Fruits—A draggy interest prevails among part of the trade; but there is a noticeable lack of aggressiveness among distributors; the concerted public appeal to come on and take hold of these goods is lacking. Statistcally these goods must be falling behind normal consumption expectations, and the public will hardly incline later on to double up their ration just to balance up neglected trading opportunities. Producers apparently realize all that we say above but their attitude is that they must expect this slow convalescence from the very serious situation into which the industry had fallen.

An active sale of No. 2½ water pack peaches at low prices now possible has been forthcoming from some channels servicing the more economical minded consumer districts. A label "sweeten to taste" seems to carry the needed message to the penny-wise buyer.

Pineapple—Most of the handlers of No. 10 Crushed have been doing some urging of these goods during the

past week; and it is pleasing to see some responses. Pineapple pie, Pineapple ice-cream and some other "new ones" built up from crushed pineapple base are beginning to show with frequency in all types of public eating places. Whoever had charge of this selling drive is to be complimented on his generalship at least as far as this market is concerned.

Futures—There is some talk around of futures, but it is almost entirely talk; buyers almost unanimously not interested now. We hear reports of Eastern Tomatoes 100% delivery guaranteed No. 2 standards at 65c, factory, similarly new pack standard No. 4 sieve Alaska Peas at 75c, Maryland factory. The naming of these prices is, of course, premature as for as buying here is concerned but the basis seems to be about in line with what was expected.

GULF STATES MARKET

By "BAYOU,"
Special Correspondent of "The Canning Trade."

Shrimp Canning Resumed—No Limit in Louisiana After March 15th—Oyster Prices Holding Up—Stringless Beans Did Not Survive the Freeze and Farmers Are Replanting

Mobile, Ala., March 24, 1932.

SHRIMP—The regulation of the Louisiana Conservation Department and the Mississippi Sea Food Commission, limiting the amount of shrimp that a fisherman can catch and bring to market in those States expired on March 15th and now the factories will resume the canning of shrimp, because the fishermen are no more on a limit. The above law is in effect from the 10th of February to the 15th of March and while the Conservation Department of Alabama has never adapted this law, yet the sea food factories in Alabama that were operating devoted all their time to canning oysters and did not pack any shrimp during the closed season in Mississippi and Louisiana.

However, it is understood that two of the factories in Alabama that were shut down will start up again this coming week and can shrimp.

This is very good news, as it will take care of the unemployment situation to some extent.

The Spring shrimp pack in this section does not usually figure very much, due to the scarcity of shrimp at this time of the year, but it's a case of "every little bit helps."

When this article is published, Lent will be over with and while to the fresh sea food dealers it may mean the slowing down of activities to a minimum of operation, because the demand will flop, yet this does not necessarily mean the same thing to the canners if the shrimp is available, because the canners have their depleted stock to replenish and in some cases it is very low.

Lent is one lucky break each year that a sea food dealer or packer can depend on getting. Of course, some years are better than others, nevertheless, Lent always stimulates the sea food business, regardless of good times or bad times, therefore let us always remember those that are responsible for this epoch of flourishing business and reciprocate with our financial contributions whenever called upon us by them for assistance.

The price of shrimp is $1.00 per dozen for No. 1 medium and $1.15 per dozen for No. 1 large, f. o. b. factory.

Oysters—The oyster pack is moving along and while not making a big flash, it is holding its own with other business. In fact, all branches of the sea food industry are holding up well and they compare very favorably with that of any other industry, except the bakers, the can manufacturers and a few others that have managed to keep well organized and are holding up prices remarkably well.

However, they are the exception and not the rule.

On the other hand, the sea food industry has been whipped with low prices so much that if a dealer or canner don't watch his step, he will find that he can make more money with his plant shut down than with it operating. Well, one consolation is that we have tasted of the cup of bitterness so long until we are accustomed to its flavor, whereas the other fellow will have to cultivate a taste for it when his time comes to tumble.

There is not very much enthusiasm among the oyster canners at this time, because the margin of profit of cove oysters is so small that half the time the canners don't know whether they are making or losing money.

It is only natural that when a fellow is making money out of his business that he should be all pepped up and get a big kick out of running it, but when he is just getting by, with his head barely out of the water and getting an occasional ducking, he just don't give a continental whether his plant runs or not; yet there is nothing to gain and all to lose by giving up, so let's peg along and stick with it. One of the best cures for the "Business Blues" is to visit a hospital where you will see honest to goodness 100 per cent suffering and here is where the rich and the poor suffer alike, then we will realize how fortunate we are, notwithstanding our little troubles.

The price of cove oysters is 65c per dozen for five ounce cans, f. o. b. cannery.

Stringless Beans—Very few beans survived the freeze we had this month and as a consequence of this, replanting is in order. Some farmers that are financially able, have already replanted and others will replant if they can get financed, so as the matter now stands, it does not look very encouraging for the bean pack in this section this Spring.

At any rate, it will be a light one, unless the crop stretches out in the same manner that the biblical five thousand people were fed off the few barley loaves and the fishes, which calls for a miracle hardy liable to materialize.

CALIFORNIA MARKET

By "BERKELEY,"
Special Correspondent of "The Canning Trade."

Raise in Pineapple Prices Improve Other Fruits—Volume of Buying Satisfactory—Are Packing Spinach—Shipping Fresh Asparagus East—Tomato Prices are Holding—Position of Peach Agency Growing Stronger—Interest in Salmon.

San Francisco, March 24, 1932.

FRUITS IMPROVED—The recent price advance on some of the principal grades of Hawaiian canned pineapple has resulted in a better feeling throughout the entire canned fruit list. Buying continues on a conservative basis, with orders running largely to small lots, but the volume is considered satisfactory, taking business conditions into account. A noticeable feature of late has been the more even distribution of

orders through the fruit list, with peaches, pears, apricots, cherries and pineapple all coming in for attention.

Spinach—The formal opening of prices on new pack spinach by the large canning factory is being delayed, but these should soon be making their appearance as packing operations are under way. The recent showers in Northern California have placed the crop in the finest of condition and the pack promises to run to splendid quality. Very little buying of new pack spinach has been done, although some of the smaller packers have been quoting prices for several weeks. While these prices are low, it has been possible for the wholesale trade to pick up lots of holdover pack at even lower figures and interest has been centered on spot goods.

Asparagus—Asparagus is being moved East in carload lots and the local markets are being flooded with offerings, with prices steadily getting lower. Canners are not operating, as yet, but will soon be getting into action as shippers cannot long care for all the grass being harvested. All of last year's pack has not been moved, despite the fact that it was cut almost a million cases from the figures of the previous year. Quite a quantity of hold-over goods has been moved of late at concessions, but some of this is asparagus salvaged from a recent fire in the Delta region. Prospects are for a pack of exceptionally fine quality this season, the growing season having been ideal so far and with an abundance of offerings from which to choose. Opening prices are expected soon after the season gets into full swing.

Tomatoes—Tomato prices are being well maintained with the exception of those on No. 10 puree, which seems to be held in rather large quantities, and which is being offered at concessions. Solid Pack is in very light supply and under ordinary conditions prices would be headed skyward. As it will be about five months before new pack tomatoes make their appearance, better prices seem certain in the near future. Growers are commencing to make inquiries as to the acreage desired for 1932, but few contracts have been made with canners so far.

Peaches—Buyers have been making the rounds during the past week in an attempt to make purchases of sliced peaches as the prices that have prevailed during recent months. Sliced peaches are to be had, but stocks are confined almost exclusively to members of the California Peach Agency. The holdings of both sliced peaches and halves by outside interests are getting limited and every day the position of the Agency becomes stronger. As time goes by it is becoming more and more evident, however, that a clean-up of the cling peach pack cannot be made by the time the new pack will be ready. The Agency was organized for only a limited period, but it would seem likely that its life would be extended to care for the 1932 pack, as well as the holdover.

Salmon—Interest in canned salmon seems to be centering around Pinks and a very fair movement is under way. Stocks of Alaska Reds in first hands are limited this grade having sold well following the announcement of opening prices last fall. The Pacific Salmon Sales Corporation seems to have the situation well in hand and one no longer hears of sales of Pinks at 85 cents, or even at 95 cents, the Coast price being $1. The salmon sales organization has been operating a little longer than the cling peach organization in California and has been getting results a little sooner. Conditions in the two industries are closely parallel, the features being overproduction, a heavy surplus and small packers attempting to move goods at any price. In both industries there are some large packers outside the sales agencies, but in both these are cooperating in maintaining the price basis that has been set.

Julius Ormand and Paul Fishbach, president and secretary, respectively of the National Food Brokers, were visitors at San Francisco, Cal., last week and attended a meeting of the Associated Grocery Brokers of San Francisco.

What Canned Foods Distributors are Doing

Supreme Court Hears Final Arguments In Packers' Consent Decree Dispute—Jewel Tea Seen Expanding in Chain Grocery Field With Acquisition of 81 Stores In Chicago Area.

SUPREME COURT HEARS FINAL ARGUMENTS IN PACKERS' CONSENT DECREE DISPUTE—Final arguments in the fight against any modification of the packers' consent decree waged by the government and the wholesale grocers' associations were heard last week before the United States Supreme Court when the dispute reached that tribunal on an appeal from the partial modification granted last year by the Supreme Court of the District of Columbia filed by the dissenting parties, the Department of Justice and the two intervenors.

Conceding the right of the lower court to modify the decree if conditions had changed since its enactment so as to remove the danger of monopoly if the packers were permitted to engage in business, unhampered, John Lord O'Brian, assistant to the attorney general, on behalf of the Department of Justice, asserted that the packers had failed to show that conditions had so changed as to warrant the revisions of the decree's terms.

"Our view is," he declared, "that no change has occurred in the size, power, sales of facilities of the packers which would justify any modification of the decree, against the potential use of which to crowd out competition was directed."

Case History Detailed—Holding that it was necessary to a proper appreciation of the issues of the dispute, counsel for the government detailed to the court the entire history of the case, both prior to the entrance of the decree in 1920 and subsequent thereto. The consent decree was said to have been the climax of two decades of litigation involving violation of the anti-trust laws by the national packers. In consenting to the decree, however, the defendants, it was stipulated by their counsel at the time, should not be considered as having been adjudicated to have violated "any law of the United States."

Decree Held Valid—After the consent decree had been held, after litigation extending several years, valid by the Supreme Court, two of the present four national groups. Armour and Swift, petitioned in 1929 for relief from its provisions, holding that business conditions had changed and there was no longer any possibility of them monopolizing the food industry.

Declaring that "over a period of almost 12 years, the appellees have avoided full compliance with the decree," Mr. O'Brian pointed out that "while appellees purported to seek merely modifications, in substance, they sought to have the decree nullified." The lower court, he explained, granted their petition only in part, removing the restrictions against handling the so-called unrelated lines and using or permitting others to use their facilities for this purpose.

"The fundamental issue which the Surneme Court is called upon to decide in the case is therefore," he continued, "whether there have been changes since 1920 which warrant modifying the decree which enjoined the packers from dealing in certain commodities not related to the meat industry and

from using their distributive facilities for handling these commodities."

Mr. O'Brian replied in the affirmative to Mr. Justice Roberts when asked as to whether the burden was upon him "to show that the findings of fact of the lower court upon which it granted modification are erroneous."

Modification Unjustified—To Mr. Justice McReynolds, counsel replied, in answer to his question, that the findings of fact of the lower court are not only erroneous but that upon such findings there was no legal justification for the modification.

One of the most important parts of the decree, he continued, was directed to the restraint against handling the so-called unrelated lines.

"The decree had the double effect," he declared, "first, to end the restraint in the meat industry, and second, to prevent the packers from reaching out and dominating the entire food industry as they had the meat industry

"The consent decree was based on the position that the packers, by reason of their size, their dominant position in the meat industry, ownership of unusual distributive facilities and the power which would arise from being permitted to deal in unrelated products, might use coercion and threats to dominate the entire food industry."

The lower court, Mr. O'Brian pointed out, adopted the attitude that if the decree could be modified without the possibility of a resulting stifling of competition and restraint of trade, then such action should be taken. He stated, however, that the Government felt that this was no time for such action on the part of the courts.

Retailing Position—Counsel for the Government then referred to that part of the lower court's decision which stated that "the consent decree should not be modified to permit the defendants to engage in retailing, because this would probably result in the almost complete annihilation of the independent grocer; appellees admit that if they entered into retail business, they could in many ways reduce the cost of their products to their own stores, and there is a real danger of a misuse of the power to retail.

"After arriving at these conclusions," he continued, "the court then found that there had been a great change in the methods of retailing food products, namely a tendency for combination stores, for the retailing of both meat and other food products, to come into existence.

"If the court was apprehensive of misconduct with respect to stockyards, and if it was apprehensive of giving these packers the power to engage in the retail business, we think that it failed to comprehend the danger which would result to retailers who sold both meat and other food products, if the packers should be given the right to sell all kinds of food products."

Packers' Claim Disputed—Statistics were quoted by Mr. O'Brian in support of the Government's claim that the position of the packers had not altered materially since the entrance of the decree in 1920. He also disputed their claim that their distributive systems no longer afforded them the privileges that they might have had once.

In concluding his main argument, Mr. O'Brian maintained that the packers' contention that greater economies will result if they are permitted to handle groceries at wholesale, from which economies the public will benefit, demonstrated the potential power which the packers might exert if they were permitted to use their distributive facilities for handling groceries as well as meats.

Revision Seen Necessary—Counsel for the packers claimed that they should be allowed the right to engage in the wholesale grocery business as well as deal in other food products in their arguments before the Supreme Court asking that it uphold the decision of the lower court.

Frank L. Hogan, chief counsel for the packers, declared that the packers' case is based "on the far-flung, vital changes which have occurred since the entry in 1920 of the consent decree." "There is no longer any danger," he continued, "of monopoly, if the packers are permitted to handle groceries at wholesale and the lower court so found.

"By the course of time, by reason of a changing industry, by reason of the great growth and strength of our competitors, the decree no longer promotes the great policy of the law, namely, the promotion of competition; but now it actually throttles. That is my position."

Modification of the decree was held a great threat to the wholesale grocery industry by counsel for the American and the National Wholesale Grocers' Associations. They also contended that inasmuch as the decree was a consent order, the consent of all parties concerned is necessary before any modification can be ordered.

JEWEL TEA SEEN EXPANDING IN CHAIN GROCERY FIELD WITH ACQUISITION OF 81 STORES IN CHICAGO AREA—The recent acquisition of the Chicago unit of the Loblaw Groceterias, Inc., comprising 77 self-service stores, and the business of the Middle West Stores Co., which operates four stores, by the Jewel Tea Co., Inc., would indicate that this company plans to expand its operations and enter into the chain grocery store field.

Operation of the newly purchased stores which are all located in the Chicago area, will be conducted under their present names by a subsidiary known as Jewel Food Stores, Inc., company officials declared.

The latter company, under its own separate management, will not in any way alter the plans of the parent company for the continued increase of the wagon route business, M. H. Karker, president, declared. He stated that the new concern will permit the development of Jewel's business in Chicago and other areas of concentrated population where it is not possible to reach consumers through the wagon route method as economically.

A survey of the company's financial position indicates a continuation of its relative stable earnings, with a good possibility that profits in the current year might better the excellent showing made by the company in 1931. Little likelihood of the company reducing its dividend payments of $4 annually on the common stock is seen in view of the company's favorable position and its strong working capital.

Maintenance of the extra disbursements which have been paid in varying amounts in recent years, including 1931, inasmuch as it depends on excess earnings over the company's common dividend requirements, cannot be accurately forecast at the present time. Judging from past actions of the company, any surplus earnings will be passed on to the stockholders in the form of extra dividends.

Expenses Controlled—Rigid control of expenses during 1931 which were reflected in a drop of more than 10 per cent in expenses from the preceding year and exercise of rigid control over costs and inventories aided the company to maintain a ratio of profit to sales of roughly 10 per cent, notwithstanding a 11.5 per cent decline in net sales during the year. Approximately 75 per cent of the decline in sales, however, was attributable to lower prices during 1931. While tonnage volumes of most products were off slightly in 1931, an increase of 4 per cent was shown in the coffee sales volume, which accounts for about half of the company's total revenue.

Moderate expansion plans are scheduled for the current year, according to company officials, although the company plans to concentrate on existing sales route to bring the weekly average sales of each unit to a higher total. Sales for the first period of 1932 were off 15.6 per cent from the corresponding period last year, while the average weekly sales of the 1,334 routes in operation during the first period of this year were $169 a route, compared with $208 a route on 1,282 routes in the like 1931 period. The decline in the sales and average for each route was laid by company officials to the drop in prices of goods sold.

Little possibility of the company falling into financial difficulties during 1932 is seen in view of the strong current financial condition disclosed in its recent annual report. Cash held at the close of the fiscal year totalled $824,949 and marketable securities $2,395,334, compared with $738,110 and $2,410,684, respectively, at the end of the 1930 fiscal period. Total assets were off slightly, aggregating $8,129,397, against $8,230,966 in 1930.

The annual report of the company disclosed that close control of inventories last year resulted in but a small write-down, with the charge-off amounting to but $29,000 at the close of the 1931 fiscal period. Total inventories were $1,023,200 at the end of the year, of which $810,272 was in grocery lines and the remainder in premium goods. The company's advertising is done almost entirely through advance premiums for which certificates are given with the purchase of goods.

The deal for the acquisition of the Loblaw units in Chicago by Jewel Tea suffered some delay and in some quarters it was felt that the directors of the company had reconsidered the arrangement. Inasmuch as the company has heretofore done business solely through a direct-to-customer motor truck route and salesmen system, the departure from its established field was hailed with some doubt by some factors in the food trade. On the other hand, it was pointed out, the company had built up strong consumer demand for its products and could rely on this as an aid in operating the new units.

CANNED FOOD PRICES

Prices given represent the *lowest* figure generally quoted for lots of wholesale size, usual terms f. o. b. Baltimore (unless otherwise noted) and subject to the customary discount for cash. Many canners get higher prices for their goods; some few may take less for a personal reason, but these prices represent the general market at this date.

Baltimore figures corrected by these Brokers: ‡Thomas J. Meehan & Co., *Howard E. Jones & Co., §Harry H. Mahool & Co.
New York prices corrected by our Special Correspondent. †In column headed "N. Y." indicates f. o. b. factory.

Canned Vegetables

	Balto.	N.Y.
ASPARAGUS* (California)		
White Mammoth, No. 2½	.....	3.75
Peeled, No. 2½	.....	.....
Large, No. 2½	.....	3.60
Peeled, No. 2½	.....	4.60
Medium, No. 2½	.....	3.25
Green Mammoth, No. 2½	.....	3.25
Medium, No. 2½	.....	.....
Small, No. 2½	.....	.....
Tips, White, Mammoth, No. 1 sq.	.....	3.50
Small, No. 1 sq.	.....	2.85
Green Mammoth, No. 1 sq.	.....	3.10
Small, No. 1 sq.	.....	2.70
BAKED BEANS‡		
16 oz.	.45	.....
No. 2½	.95	.....
No. 10	2.75	.....
BEANS‡		
Stringless Stand. Cut Green, No. 2	.60	.57½
Standard Cut Green, No. 10	3.50	3.00
Standard Whole Green, No. 2	.90	.95
Standard Cut Wax, No. 2	.65	.....
Standard Cut Wax, No. 10	3.50	.....
Red Kidney Standard, No. 2	.70	.....
Standard, No. 10	3.50	.....
LIMA BEANS‡ (F. O. B. Factory)		
No. 2 Tiny Green	1.40	1.50
No. 10	7.50	.....
No. 2 Medium Green	1.20	.....
No. 10	6.00	.....
No. 2, Green and White	.75	.....
No. 10	4.50	.....
No. 2, Fresh White	.60	.65
No. 10	3.50	.....
Soaked, No. 2	.70	.....
BEETS‡		
Baby, No. 2	1.40	.....
Whole, No. 2	1.10	.....
Whole, No. 3	1.10	.....
Whole, No. 10	3.50	4.00
Cut, No. 2	.75	.90
Cut, No. 10	2.85	.....
Diced, No. 10	3.75	.....
CARROTS‡		
Standard Sliced, No. 2	.75	.....
Sliced, No. 10	3.50	.....
Standard Diced, No. 2	.65	.....
Diced, No. 10	3.25	.....
CORN‡		
Golden Bantam, Fancy, No. 2	.....	.85
Extra Standard, No. 2	.....	.....
Extra Standard, No. 10	.....	.....
Shoepeg, Fancy, No. 2	.75	.....
Extra Standard, No. 2	.65	.....
Standard, No. 2	.60	.65
Standard, No. 10	.....	.....
Crushed, Fancy, No. 2	.80	.....
Extra Standard, No. 2	.65	.....
Standard, No. 2	.60	.60
Standard, No. 10	3.85	4.25
HOMINY‡		
Standard Split, No. 3	1.00	.....
Split, No. 10	3.00	.....
MIXED VEGETABLES‡		
Standard No. 2	.82½	.....
No. 10	4.25	.....
Fancy, No. 2	1.05	.....
No. 10	5.00	.....
OKRA AND TOMATOES‡		
Standard, No. 2	.75	.....
No. 10	.....	.....
PEAS‡		
Petit Pois, 1s	.70	.....
No. 2 Fancy Sweets, 2s	.....	1.65
No. 3 Fancy Sweets, 2s	.....	1.60
No. 4 Fancy Sweets, 2s	.....	1.25
No. 5 Fancy Sweets, 2s	.....	1.20
No. 5 Std. Sweets, 2s	.....	1.00
No. 4 Early June, 1s	.....	.85
No. 1 Std. Alaskas, 2s	1.20	.....
No. 2 Std. Alaskas, 2s	1.05	.....
No. 3 Std. Alaskas, 2s	.95	1.00
No. 4 Std. Alaskas, 2s	.90	1.05
No. 2 Std. Alaskas, 10s	.....	.....
No. 3 Std. Alaskas, 10s	5.25	5.25
No. 4 Std. Alaskas, 10s	5.00	5.00
PUMPKIN‡		
Standard, No. 2½	.90	†.90
No. 3	1.00	†.95
No. 10	3.00	†3.00

CANNED VEGETABLES—Continued

	Balto.	N.Y.
SAUER KRAUT‡		
Standard, No. 2	.....	.....
No. 2½	.80	.82½
No. 3	.85	.85
No. 10	2.55	2.65
SPINACH‡		
Standard, No. 2	.....	.75
No. 2½	1.10	.....
No. 3	1.25	1.15
No. 10	3.50	3.50
SUCCOTASH‡		
Standard Green Corn, Fresh Limas, No. 2	.90	.....
Standard Green Corn, Dried Limas, No. 2	.90	.....
(Triple) No. 2 (with tomatoes)	1.10	.....
SWEET POTATOES‡		
Standard, No. 2, F. O. B. factory	.80	.....
No. 2½	.85	.90
No. 3	1.00	.....
No. 10	3.00	3.00
TOMATOES‡		
Extra Standard, No. 1	.57½	.....
F. O. B. County	.55	.52½
No. 2	.85	.....
F. O. B. County	.80	.....
No. 3	1.25	.....
F. O. B. County	1.20	.....
No. 10	3.50	.....
F. O. B. County	3.40	.....
Standard, No. 1	.52½	.....
F. O. B. County	.52½	.....
No. 2	.75	.75
F. O. B. County	.72½	.....
No. 3	1.15	.....
F. O. B. County	1.12½	1.12½
No. 10	3.35	.....
F. O. B. County	3.20	3.25
TOMATO PUREE‡ (F. O. B. Factory)		
Standard, No. 1, Whole Stock	.50	.40½
No. 10, Whole Stock	.....	2.25
Standard, No. 1 Trimmings	.47½	.....
No. 10 Trimmings	.....	.....

Canned Fruits

	Balto.	N.Y.
APPLES* (F. O. B. Factory)		
Maine, No. 10	.....	.....
Michigan, No. 10	.....	.....
New York, No. 10	.....	.....
Pennsylvania, No. 10, water	2.90	.....
Pa., No. 3	.....	.....
Pa., No. 10, solid pack	3.50	.....
APRICOTS* (California)		
Standard, No. 2½	1.60	1.40
Choice, No. 2½	1.80	1.65
Fancy, No. 2½	.....	.....
BLACKBERRIES*		
Standard, No. 2	.....	.....
No. 3	.....	.....
No. 10, water	4.00	.....
No. 2, Preserved	.....	.....
No. 2, in Syrup	.....	.....
BLUEBERRIES*		
Maine, No. 2	.....	1.60
No. 10	5.50	4.50
CHERRIES*		
Standard Red, Water, No. 2	.....	.....
White Syrup, No. 2	.....	.....
Extra Preserved, No. 2	.....	.....
N. Y. Fancy, Red Pitted, No. 10	4.50	.....
California Standard, 2½	.....	1.90
Choice, No. 2½	.....	2.25
Fancy, No. 2½	.....	2.50
GOOSEBERRIES*		
Standard No. 2	.....	.....
No. 10	.....	.....
GRAPE FRUIT*		
8 oz.	.55	.....
No. 2	1.10	1.00
No. 5	3.30	4.25
No. 1 Juice	.65	.....
No. 5 Juice	3.25	.....
PEARS*		
Standards, Keifer No. 2, in syrup	1.00	.....
Fancy, No. 2½	1.50	.....
California Bartletts, Standard 2½	2.40	1.75
Fancy	.....	2.15
Choice	2.75	1.95
Standard No. 10	6.50	6.25

CANNED FRUITS—Continued

	Balto.	N.Y.
PEACHES*		
California Standard, No. 2½, Y. C.	1.40	1.40
Choice, No. 2½, Y. C.	1.70	1.55
Fancy, No. 2½, Y. C.	.....	.....
Extra Sliced Yellow, No. 1	.90	.....
Seconds, Yellow, No. 3	.....	.....
Pies, Unpeeled, No. 3	.....	.....
Peeled, No. 10	4.25	.....
PINEAPPLE*		
Hawaiian Sliced, Extra, No. 2½	1.60	1.45
Sliced Standard, No. 2½	1.45	1.30
Sliced, Extra, No. 2	.....	1.15
Sliced Standard, No. 2	.....	1.00
Shredded, Syrup, No. 10	.....	.....
Crushed, Extra, No. 10	4.25	4.25
Eastern Pie, Water, No. 10	.....	.....
Porto Rico No. 10	.....	.....
RASPBERRIES*		
Black Water, No. 2	.....	.....
Red, Water, No. 2	.....	.....
Black, Syrup, No. 2	.....	.....
Red, Syrup, No. 2	.....	.....
Red, Water, No. 10	.....	.....
STRAWBERRIES‡		
Preserved, No. 1	.....	.....
Preserved, No. 2	.....	.....
Extra, Preserved, No. 1	.....	.....
Extra, Preserved, No. 2	.....	.....
Standard Water, No. 10	.....	.....
FRUITS FOR SALAD*		
Fancy, No. 2½	2.50	.....
No. 10s	9.50	.....

Canned Fish

HERRING ROE*		
10 oz.	.75	.....
17 oz.	.85	.....
19 oz.	1.00	.....
LOBSTER*		
Flats, 1-lb. cases, 4 doz.	.....	.....
½-lb. cases, 4 doz.	.....	3.25
¼-lb. cases, 4 doz.	.....	1.60
OYSTERS*		
Standards, 4 oz.	.....	.....
5 oz.	1.00	†1.10
8 oz.	.....	.....
10 oz.	2.00	†2.20
Selects, 6 oz.	2.25	.....
SALMON§		
Red Alaskas, Tall, No. 1	2.45	2.35
Flat, No. ½	1.70	.....
Cohoes, Tall, No. 1	1.85	.....
Flat, No. 1	.....	.....
Flat, No. ½	.....	.....
Pink, Tall, No. ½	.80	.85
Pink, Tall, No. 1	.97½	.....
Sockeye Flat, No. 1	3.35	.....
Flat, No. ½	.75	.....
Chums, Tall	.92½	.97½
Medium, Red, Tall	1.42½	.....
SHRIMPS§		
Dry, No. 1	1.40	.....
Wet, No. 1, Large	1.25	1.00
SARDINES§ (Domestic), per case		
¼ Oil, keyless	.....	†3.15
¼ Oil, keys	.....	†3.30
¼ Oil, Tomato, Carton	.....	†4.20
¼ Oil, carton	.....	†4.20
¼ Mustard, Keyless	.....	†3.20
¾ Mustard, Keyless	.....	†3.00
California Oval, No. 1, 48's	3.00	†2.95
TUNA FISH§ (California), per case		
White, ½s	7.30	8.50
White, 1s	13.65	13.00
Blue Fin, ½	.....	6.75
Blue Fin, 1s	.....	12.50
Striped, ¼s	3.75	.....
Striped, ½s	5.00	6.25
Striped, 1s	8.25	11.50
Yellow, ¼s, Fancy	4.65	.....
Yellows, ½s, Fancy	7.30	9.50
Yellow, 1s	13.65	12.50

300 Cans Per Minute

with the amazing new

Sprague-Sells Ten Pocket, Hi-Speed Filler

Amazing is the proper word for the new Sprague-Sells Hi-Speed Filler. You'd never think it possible to fill cans at as high a speed as 300 per minute but that's just what this new filler will do. It is faster than the fastest closing machine.

Four high speed lines were equipped with these new fillers during the 1931 pack and they operated all season at from 240 to 260 cans per minute, with plenty in reserve. The new filler has actually been tested at 330 cans per minute with splendid results.

You can convert a No. 2 line to a high speed No. 1 line by changing filler and closing machine only. The balance of your equipment will have ample capacity to operate at 250 cans per minute on No. 1's.

The Hi-Speed Filler occupies exactly the same floor space as our M & S Six Pocket Filler. It fills cream style corn or any product of similar consistency even more accurately than the M & S, and though cans whiz through at three to five a second, there's no spill or slop.

The secret of high speed filling is the new triangular shaped measuring chambers, a patented feature of the Hi-Speed Fillers. With pockets of this shape the can circle can be held down to an absolute minimum, permitting maximum speed with least travel.

Let us send you full details of this sensational new Hi-Speed Filler. Write us today.

Other New Sprague-Sells Machinery for 1932

Combination Corn Cutter	Lewis Quality Grader
High Pressure Washer	Twin Reel Grader
Hi-Speed Filler	Peerless Juice Filler
Olney Duo Washer	Peerless Giant Washer

Send for supplement to Catalog S-100, covering all new machinery in our line

SPRAGUE-SELLS CORPORATION

Division of Food Machinery Corporation

Hoopeston, Illinois

SMILE AWHILE

There is a saving grace in a sense of humor.

Relax your mind—and your body. You'll be better mentally, physically—and financially.

SEND IN YOUR CONTRIBUTION.

All are welcome.

GLEAM IN THE EAST

"Have you noticed any signs of better business?"

"Yes, the people who couldn't pay their bills are starting to promise."

JOB FOR A PLUGGER

"Could you learn to love me?" asked the young man.

"Well," sighed the young lady, "I learned shorthand in three weeks."

WHAT A HINT!

He—I've never seen such dreamy eyes."

She—You've never stayed so late before.

CHEAP LIVING

"How long you in jail fo', Mose?"

"Two weeks."

"What am de cha'ge?"

"No cha'ge, everything am free."

ALL CREDIT TO MOTHER

Coach (to new player)—You're great! The way you hammer the line, dodge, tackle your man, and worm through your opponents is simply marvelous."

New Player (modestly)—I guess it all comes from my early spring training, sir. You see, my mother used to take me shopping with her on bargain days."

KNEW HIS MAIDS

Tenderfoot—I know an artist that painted a cobweb so real a maid spent an hour trying to get it down."

Second-Class—Sorry, but I just don't believe you."

Tenderfoot—Why not? Artists have been known to do such things.

Second-Class—Yes, but not maids.

WHEN ACTORS NEED LEGS

Then there's the one about the actor who toured the country in "Hamlet."

"What kind of a run did you have in Savannah?" he was asked.

"Well," was the reply, "we beat the audience over the county line by three minutes!"

TURNING AND LOOKING

Lot's wife, who looked back and turned into a pillar of salt, has nothing on my wife. She looked back and turned into a telephone pole.

HER FROZEN ASSET

Junior—I owe all I have to one woman.

Sophomore—Your mother?

Junior—No, my landlady.

WHERE TO BUY

—— the Machinery and Supplies you need, and the Leading Houses that supply them. Consult the advertisements for details.

ADJUSTER, for Chain Devices.

Hamachek Mach. Co., Kewaunee, Wis.

Apple Paring Machines. See Paring Mach.

ASPARAGUS MACHINERY.

Burton Cook & Co., Rome, N. Y.

BEAN CUTTERS, Stringless.

Burton Cook & Co., Rome, N. Y.

BEAN SNIPERS.

Chisholm-Ryder Co., Niagara Falls, N. Y.

BEET MACHINERY.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
A. K. Robins & Co., Inc., Baltimore.

Baskets, Wire, Scalding, Pickling, etc. See Cannery Supplies.

BEETS, Carrier, Rubber, Wire, Etc.

Berlin-Chapman Co., Berlin, Wis.
La Porte Mat and Mfg. Co., La Porte, Ind.

Bean Cleaners. See Clean and Grad. Mach.

Beans, Dried. See Pea and Bean Seed.

BLANCHERS, Vegetable and Fruit.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Blowers, Pressure. See Pumps.

BOILERS AND ENGINES, Steam.

Edw. Renneburg & Sons Co., Baltimore.
A. K. Robins & Co., Inc., Baltimore.
Slaysman & Co., Baltimore.

BOOKS, on Canning, Formula, Etc.

A Complete Course in Canning.
How to Buy and Sell Canned Foods.
A History of the Canning Industry.
The Almanac of the Canning Industry.
All published by The Canning Trade, Baltimore.

Bottle Caps. See Caps.

Bottle Cases, Wood. See Boxes, Crates.

Bottle Corking Machines. See Bottlers Mchy.

BOTTLERS' MACHINERY.

Ayars Mach. Co., Salem, N. J.

BOXES, Corrugated Paper.

BOX (Corrugated) SEALING MACHINES.

A. K. Robins & Co., Inc., Baltmire.

Boxes, Corrugated Paper. See Cor. Paper Prod.

BOXES, Lug, Field, Metal.

Berlin-Chapman Co., Berlin, Wis.

BOXING MACHINES.

BROKERS.

Phillips Sales Co., Cambridge, Md.

Buckets and Pails, Fiber. See Corr. Paper Products.

Buckets and Pails, Metal. See Enameled Buckets.

Buckets, Wood. See Cannery Supplies.

BURNERS, Oil, Gas Gasoline, Etc.

A. K. Robins & Co., Ins., Baltimore.

BY-PRODUCTS, Machinery.

Edw. Renneburg & Sons Co., Baltimore.

Cabbage Machinery. See Kraut Mchy.

CAN COUNTERS.

Ayars Mach. Co., Salem, N. J.

Can Conveyors. See Conveyors and Carriers.

Can Fillers. See Filling Machines.

CAN MAKERS' MACHINERY.

E. W. Bliss & Co., Brooklyn, N. Y.
Cameron Can Mchy. Co., Chicago.
Slaysman & Co., Baltimore.

Can Markers. See Stampers and Markers.

CANS, Tin, All Kinds.

American Can Co., New York City.
Continental Can Co., New York City.
Heekin Can Co., Cincinnati, O.
Metal Package Corp., New York-Baltimore.
Phelps Can Co., Baltimore.
Phillips Can Co., Cambridge, Md.

CAN WASHING MACHINES.

Hansen Cang. Mchy. Corp., Cedarburg, Wis.

CANNERY SUPPLIES.

Ayars ach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Slaysman & Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Can Stampers. See Stampers and Markers.

CAPPING MACHINES, Soldering.

Ayars Mach. Co., Salem, N. J.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Capping Steels, Soldering. See Cannery Sup.

CARRIERS AND CONVEYORS, Gravity.

Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Cartons. See Corrugated Paper Products.

Catsup Machinery. For the preparatory work: see Pulp Mchy; for bottling: see Bot. Mchy.

Chain Belt Conveyors. See Conveyors.

Chain for Elevating, Conveying. See Conveyors.

Checks, Employers' Time. See Stencils.

Chutes, Graviety, Spiral. See Carriers.

CLEANING AND GRADING MACHY., Fruit.

Berlin-Chapman Co., Berlin Wis.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Cleaning and Washing Machines, Bottle. See Bottlers' Machinery.

Cleaning Machines, Can. See Can Washers.

CLOCKS, Process Time.

Ayars Mach. Co., Salem, N. J.
Sprague-Sells Corp., Hoopeston, Ill.

CLOSING MACHINES, Open Top Cans.

E. W. Bliss & Co., Brooklyn, N. Y.
Cameron Can Mchy. Co., Chicago, Ill.
Slaysman & Co., Baltimore.

Coils, Copper. See Copper Coils.

Condensed Milk Canning Machinery. See Milk Condensing Machinery.

CONVEYORS AND CARRIERS, Canners.

Berlin-Chapman Co., Berlin, Wis.
Chisholm-Ryder Co., Niagara Falls, N. Y.
A. K. Robins & Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

COOKERS, Continuous, Agitating.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Sprague-Sells Corp., Hoopeston, Ill.

Cookers, Retort. See Kettles, Process.

COOLERS, Continuous.

Berlin-Chapman Co., Berlin, Wis.
Sprague-Sells Corp., Hoopeston, Ill.

COPPER COILS, for Tanks.

Berlin-Chapman Co., Berlin, Wis.
F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Copper Jacketed Kettles. See Kettles, Copper.

CORN COOKER-FILLERS.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
Morral Bros., Morral, Ohio.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

CORN CUTTERS.

Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
Morral Bros., Morral, Ohio.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

CORN SHAKERS.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.

CORN HUSKERS AND SILKERS.

Berlin-Chapman Co., Berlin, Wis.
Morral Bros., M rral, Ohio.
Sprague-Sells Corp., Hoopeston, Ill.

Corn Mixers and Agitators. See Corn Cooker Fillers.

CORRUGATED FIBRE SHIPPING CASES.

CORRUGATED PAPER PRODUCTS (Boxes, Bottle Wrappers, Etc.).

U. S. Prt. & Litho. Co., Cincinnati, O.

Counters. See Can Counters.

Countershafts. See Speed Reg. Devices.

CRANES AND CARRYING MACHINES.

Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.

CRATES, Iron Process.

Berlin-Chapman Co., Berlin, Wis.
Edw. Renneburg & Sons Co., Baltimore.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.

Cutters, Corn. See Corn Cutters.
Cutters, Kraut. See Kraut Machinery.
Cutters, String Bean. See String Bean Mchy.

CUTTERS, Vegetable, Mincemeat, Etc.

Burton, Cook & Co., Rome, N. Y.

CULTURES, Inoculation.

Straburger & Siegel, Baltimore.

DECORATED TIN (or Cans, Caps, Etc.).

American Can Co., New York City.
Continental Can Co., New York City.

Dies, Can. See Can Makers' Mchy.

Double Seaming Machines. See Closing Mach.

DRYERS, Drying Machinery.

Edw. Renneburg & Sons Co., Baltimore.
Slaysman & Co., Baltimore.

Employers' Time Checks. See Stencils.

ENAMELED BUCKETS, PAILS, Etc.

F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Engines, Steam. See Boilers and Engines.

Enamel-Lined Kettles. See Tanks.

EVAPORATING MACHINERY.

Berlin-Chapman Co., Berlin, Wis.
Edw. Renneburg & Sons Co., Baltimore.

EXHAUST BOXES.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.

Factory Stools. See Stools.

Factory Supplies. See Cannery Supplies.

FACTORY TRUCKS.

Berlin-Chapman Co., Berlin, Wis.
Chisholm-Ryder Co., Niagara Falls, N. Y.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

FIBRE CONTAINERS for Food(not hermetically sealed).

American Can Co., New York City.
Continental Can Co., New York City.
U. S. Prt. & Litho. Co., Cincinnati, Ohio.

FIBRE PRODUCTS, Boxes, Boxboards, Etc.

U. S. Printing & Litho. Co., Cincinnati, Ohio.

Fillers and Cookers. See Corn Cooker-Fillers.

Filling Machines, Bottles. See Bottlers' Mchy.

FILLING MACHINES, Can.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Filling Machine, Syrup. See Syruping Mach.

WHERE TO BUY---*Continued*

FINANCING AND WAREHOUSING.

Guardian Warehousing Co., Chicago.
Terminal Warehouse Co., Baltimore.

FINISHING MACHINES, Catsup, Etc.

F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Friction Top Cans. See Cans, Tin.
Fruit Graders. See Clean. & Grad. Mchy., Fruit.
Fruit Parers. See Paring Machines.
Fruit Presses. See Cider Makers' Machinery.
Gasoline Firepots. See Cannery Supplies.

GENERAL AGENTS for Machinery Mfrs.

Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.

Generators, Electric. See Motors.

GLASS-LINED TANKS.

Sprague-Sells Corp., Hoopeston, Ill.

Governors, Steam. See Power Plant Equipment.
Gravity Carriers. See Carriers and Conveyors.
Green Corn Huskers. See Corn Huskers.
Green Pea Cleaners. See Clean. and Grad. Mchy.
Hoisting and Carrying Machines. See Cranes.
Hullers and Viners. See Pea Hullers.
Huskers and Silkers. See Corn Huskers.

INOCULATION, for Peas, Etc.

Strasburger & Siegel, Baltimore.

INSURANCE, Canners.

Canners' Exchange, Lansing B. Warner, Chicago.

Jacketed Kettles. See Kettles, Copper.

JACKETED PANS, Steam.

F. H. Langsenkamp Co., Indianapolis, Ind.
Sprague-Sells Corp., Hoopeston, Ill.

KETTLES, Copper, Plain or Jacketed.

A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Kettles, Enameled. See Tanks, Glass-Lined.

KETTLES, Process.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Edw. Renneburg & Sons Co., Baltimore.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.

KNIVES, Miscellaneous.

A. K. Robins & Co., Inc., Baltimore.

KRAUT CUTTERS.

A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

KRAUT MACHINERY.

Hansen Cang. Mchy. Corp., Cedarburg, Wis.

LABELING MACHINES.

Morral Bros., Morral, Ohio.
Sprague-Sells Corp., Hoopeston, Ill.

LABEL MANUFACTURERS.

R. J. Kittredge & Co., Chicago.
National Color Printing Co., Baltimore, Md.
Simpson & Doeller Co., Baltimore.
U. S. Printing and Litho. Co., Cincinnati.

LABORATORIES, for Analyses of Goods, Etc.

National Canners Assn., Washington, D. C.
Strasburger & Siegel, Baltimore.

Markers, Can. See Stampers and Markers.
Marmalades, Machinery. See Pulp Machinery.

MILK CONDENSING AND CANNING MCHY.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.

Molasses Filling Machines. See Filling Mach.

OYSTER CANNERS' MACHINERY.

Berlin-Chapman Co., Berlin, Wis.
Edw. Renneburg & Sons Co., Baltimore.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.

Packers' Cans. See Cans.
Pails, Tubs, etc., Fibre. See Fibre Cont.
Paper Boxes. See Currog. Paper Products.

PARING MACHINES.

Sinclair-Scott Co., Baltimore.

PASTE, CANNERS'.

A. K. Robins & Co., Inc., Baltimore.

PEA AND BEAN SEED.

Associated Seed Growers, Inc., New Haven, Conn.
Gallatin Valley Seed Co., Bozeman, Mont.
D. Landreth Seed Co., Bristol, Pa.
J. B. Rice Seed Co., Cambridge, N. Y.

PEA CANNERS' MACHINERY.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Chisholm-Ryder Co., Niagara Falls, N. Y.
Continental Seed Co., Toledo, Ohio.
F. Hamachek Mach. Co., Kewaunee, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

PEA HULLERS AND VINERS.

Chisholm-Ryder Co., Niagara Falls, N. Y.
F. Hamachek Mach. Co., Kewaunee, Wis.

PEA VINE FEEDERS.

Chisholm-Ryder Co., Niagara Falls, N. Y.
F. Hamachek Mach. Co., Kewaunee, Wis.

PECTIN, Apple, Powdered.

Speas Mfg. Co., Kansas City, Mo.

PEELING KNIVES.

A. K. Robins & Co., Inc., Baltimore.

Peach and Cherry Pitters. See Fruit Pitters.

PEELING MACHINES.

A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.

PEELING TABLES, Continuous.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Perforated Sheet Metal. See Sieves and Screens.
Picking Boxes, Baskets, Etc. See Baskets.
Picking Belts and Tables. See Pea Can. Mchy.

PINEAPPLE MACHINERY.

Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.

Platform and Wagon Scales. See Scales.
Picking Belts and Tables. See Pea Machinery.
Power Presses. See Can Makers' Machinery.
Power Transmission Machinery. See Power Plant Equipment.

PRESERVERS' MACHINERY.

F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

PULP MACHINERY.

Berlin-Chapman Co., Berlin, Wis.
F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

PUMPS, Air, Water, Brine, Syrup.

A. K. Robins & Co., Inc., Baltimore.
Slayman & Co., Baltimore.

Retort Crates. See Kettles, Process.
Rubber Stamps. See Stencils.
Saccharometers (syrup testers). See Cany. Sup.

SALT DISTRIBUTINIG MACHINE.

F. H. Langsenkamp Co., Indianapolis, Ind.

SEALING MACHINES, Box.

A. K. Robins & Co., Inc., Baltimore.

Sanitary (open top) Cans. See Cans.
Sardine Knives and Scissors. See Knives.

SCALDERS, Tomato, Etc.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Scalding and Picking Baskets. See Baskets.
Sealing Machines, Bottles. See Bottlers' Mchy.

SEEDS, Canners', All Varieties.

Associated Seed Growers, Inc., New Haven, Conn.
Gallatin Valley Seed Co., Bozman, Mont.
D. Landreth Seed Co., Bristol, Pa.
J. B. Rice Seed Co., Cambridge, N. Y.

Separators. See Pea Canning Mchy.
Sealing Machines, Cans. See Closing Machines.

SHEET METAL WORKING MACHINERY.

E. W. Bliss & Co., Brooklyn, N. Y.
Cameron Can Mchy. Co., Chicago, Ill.
Slaysman & Co., Baltimore.

SEIVES AND SCREENS.

F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.

SILKING MACHINES, Corp.

Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Sorters, Peas. See Cleaning and Grading Mchy.

SPEED REGULATING DEVICES (for Machines, Belt Drives, etc.).

Berlin-Chapman Co., Berlin, Wis.
Sinclair-Scott Co., Baltimore.

Supply House and General Agents. See General Agents.

STAMPERS AND MARKERS.

Chisholm-Ryder Co., Niagara Falls, N. Y.

Steam Jacketed Kettles. See Kettles.
Steam Retorts. See Kettles, Process.

STENCILS, Marking Pots and Brushes, Brass Checks, Rubber and Steel Type, Burning Brands, Etc.

A. K. Robins & Co., Inc., Baltimore.

STIRRERS FOR KETTLES.

F. H. Langsenkamp Co., Indianapolis, Ind.
Sprague-Sells Corp., Hoopeston, Ill.

STRING BEAN MACHINERY.

Berlin-Chapman Co., Berlin, Wis.
Burton Cook & Co., Rome, N. Y.
Chisholm-Ryder Co., Niagara Falls, N. Y.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

SYRUPING MACHINES.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
E. J. Judge, Alameda, Calif.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Tables, Pickling. See Canners' Machinery.

TANKS, Metal.

Berlin-Chapman Co., Berlin, Wis.
Slaysman & Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

TANKS, Glass Lined, Steel.

Sprague-Sells Corp., Hoopeston, Ill.

TANKS, Wooden.

Sprague-Sells Corp., Hoopeston, Ill.

Testers, Can. See Can Makers' Machinery.
Ticket Punches. See Stencils.

TOMATO CANNING MACHINERY.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
F. H. Langsenkamp Co., Indianapolis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

TOMATO PEELING MACHINE.

Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.

TOMATO WASHERS.

Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Variable Speed Countershafts. See Speed Reg

VEGETABLE CUTTERS.

Burton Cook & Co., Rome, N. Y.

VINERS AND HULLERS.

Chisholm-Ryder Co., Niagara Falls, N. Y.
Frank Hamachek Mach. Co., Kewaunee, Wis.

WAREHOUSING AND FINANCING.

Guardian Warehousing Co., Chicago.
Terminal Warehouse Co., Baltimore.

Washers, Bottles. See Bottlers' Machinery.

WASHERS, Can and Jar.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarbug, Wis.
A. K. Robins & Co., Inc., Baltimore.

WASHERS, Fruit, Vegetables.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Washing and Scalding Baskets. See Baskets.
Windmills and Water Supply System. See Tanks, Wood.

A Saving in Cost amounting to $8,836,817.09

has been returned to canners who have been carrying their fire insurance with

Canners Exchange Subscribers

at

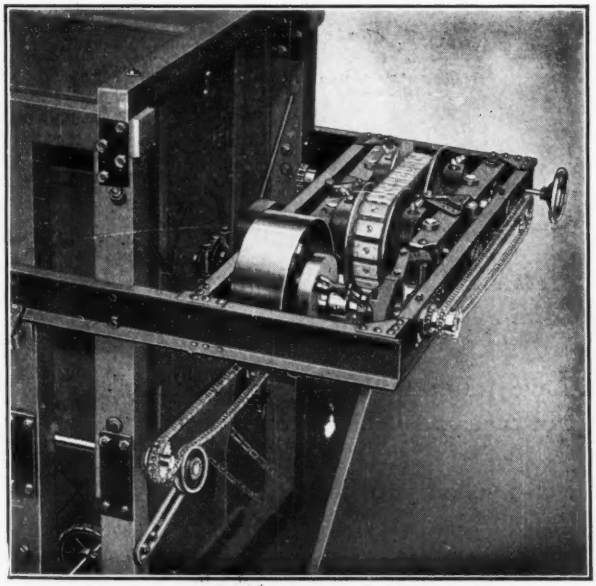
Warner Inter-Insurance Bureau

LANSING B. WARNER, Incorporated
540 N. Michigan Ave.,
CHICAGO, ILL.

If you did not use a **Hydro Geared Grader** this year you will not get as much for your pack as you should.

We will be glad to send you a list of users. It will pay you to talk to them.

The Sinclair-Scott Co.
Wells and Patapsco Sts.
Baltimore, Md.



1928 MODEL VINER

MAXIMUM CAPACITY AT ALL BEATER SPEEDS

CONSTANT speed drive to *REEL* thru roller chain and live travellers mounted on *TIMKEN BEARING SHAFTS.*

VARIABLE speed drive to *BEATER CYLINDER ONLY*

Patented March 15, 1928
(REEVES Transmission)

CHISHOLM-RYDER COMPANY, Incorporated

NIAGARA FALLS, N. Y.

MANUFACTURERS OF

Green Pea Viners
Green Pea Feeders
Green Bean Graders
Green Bean Cleaners
Green Bean Snippers
Conveyors
Can Markers
Lift Trucks

SPECIAL MACHINERY BUILT TO ORDER

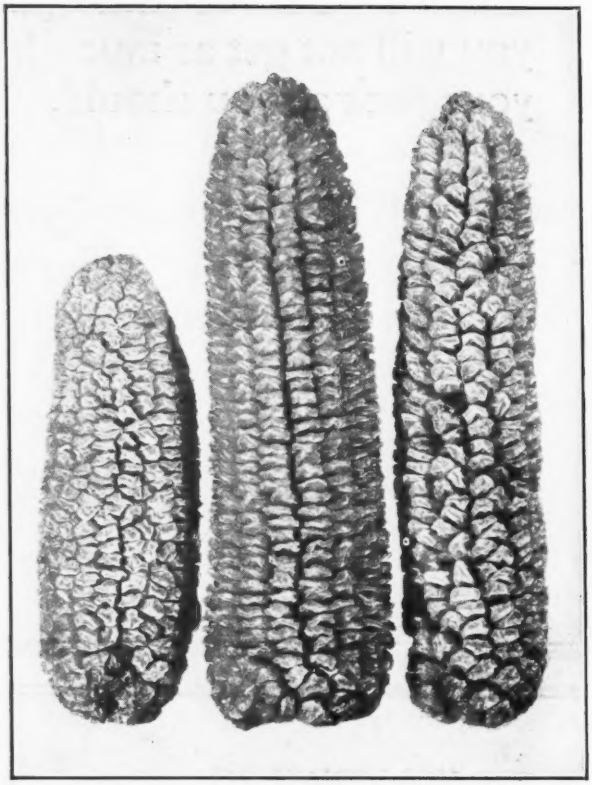
SPECIAL AGENTS

JAMES Q. LEAVITT COMPANY
Ogden, Utah

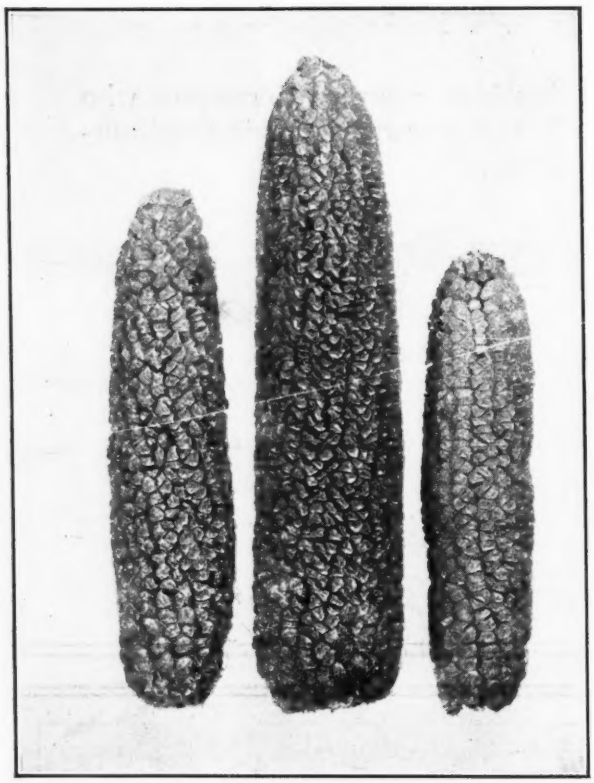
A. K. ROBINS & CO., INC.
Baltimore, Md.

BROWN BOGGS FOUNDRY & MACHINERY COMPANY, Ltd.
Hamilton, Ontario

Hybrid Lines of Sweet Corn



Stowell's Evergreen Family



Country Gentleman Family

Two pairs of Inbred parents combined to produce Hybrid strains, the central ear in each case being the resulting Hybrid.

UNIFORMITY of Growth and Maturity and *INCREASE* in Yield are the outstanding factors in this new method of corn breeding.

CANNERS who have used our Hybrid stocks have found not only increased tonnage per acre but also an increase in the number of cases packed per ton of ears.

We can furnish Hybrid lines of leading varieties and solicit your inquiries.

Associated Seed Growers, Inc.

Consolidating

The Everett B. Clark Seed Co. N. B. Keeney & Son, Inc. John H. Allan Seed Co.

Breeders and Wholesale Growers

New Haven, Connecticut